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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXX

NEW YORK, AUGUST 15, 1931

No. 7

SCARAMOUCHE the KING-MAKER

SABATINI

tells how Scaramouche, most famous of all his characters, defied the Terror and fought for king and country when the guillotine was monarch of France. Here is the best Sabatini we have had for years—a worthy sequel to a novel that has sold over 400,000 copies and has been enjoyed by millions on the screen.



\$2.50

Coming Sept. 16

Houghton Mifflin Company

UPTON SINCLAIR

*Writes his most
important novel
in ten years!*



The saloon is gone — but drink is still with us. This is the theme and the problem that Upton Sinclair faces in the most highly controversial novel he has written since *The Jungle* and *The Brass Check*. "It's magnificent, highly interesting, and thrilling,"

writes our shrewd confrere, HORACE LIVERIGHT.

THE WET PARADE

It is the story of the Louisiana Chilcotes—a "drinking" family. It moves from the bayous, to the dives of the Bowery and a millionaire's home on Long Island. It is sure to be *the most discussed book*—and one of the best-selling novels of the Fall. If we have not your order, please send it at once and avoid being caught short.

Coming
September 10th

\$2.50

FARRAR & RINEHART, 9 East 41st St., N. Y.

JOIN THE WET PARADE FOR THE FALL'S BIGGEST SALES!

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXX, No. 7
Subscription, \$5; Canada, \$5.50; Foreign, \$6; 15c. a copy. Entered as second-class matter at the Post-Office of New York. Copyright 1931 by R. R. Bowker Co. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.



The reception of "A White Bird Flying" by Bess Streeter Aldrich, author of "A Lantern in Her Hand," is exceeding expectations even. Here is a novel that you can sell. \$2.00.

OLD PHILADELPHIA

By George Gibbs

The new set in the Old City Fiction Series, following Edith Wharton's "Old New York" and Frances and Edward Tinker's "Old New Orleans." "Old Philadelphia" is a set of four period romances, the four volumes decorated by E. C. Caswell and in a brightly hued box. The set, \$5.00.



Susan Ertz has written an altogether characteristic novel, "The Story of Julian," publication August 28th. Pleasant people are vividly portrayed and the atmosphere is that of "Madame Claire" and "The Galaxy." \$2.50.

WAR PAINT and ROUGE

By Robert W. Chambers

Mr. Chambers here recreates the English struggle to capture Louisbourg, the French colonial stronghold. A charming heroine brings romance into the battle-royal for America in this novel. \$2.50

These Are Appleton Books

D. APPLETON AND COMPANY

35 West 32d Street

New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general line in Canada.

W. Somerset
MAUGHAM
**FIRST PERSON
SINGULAR**

Six miniature "Cakes and Ales"* written with the terse sincerity and suavity of style which made "Of Human Bondage" one of the great books of our day.

also

**THE GENTLEMAN
IN THE PARLOUR**

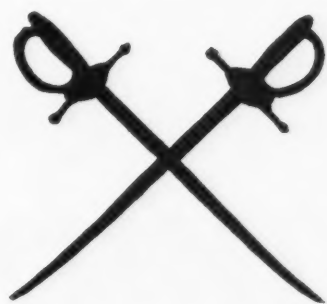
A handsome newly designed edition—to meet the steady demand for these fascinating sketches.

*Both Published
September 17th
Each \$2.50*



**DOUBLEDAY,
DORAN & CO.**

*Cakes and Ale, now in its 59th thousand, is still selling steadily.



*He came from the secret pages
of History to challenge the throne
of Henry the Eighth.*

**THE BLANKET
OF THE DARK**
by **JOHN BUCHAN**

*One of Buchan's greatest historical novels,
colorful, moving, and containing an unfor-
gettable picture of Henry VIII.*

Coming September Second at \$2.50.

HOUGHTON MIFFLIN COMPANY

THE*Champion***FROM****FAR****AWAY**

A New
Book by
Ben Hecht is a
literary event—
and a sure
best seller

by **BEN HECHT***Author of "A JEW IN LOVE"*

Ben Hecht at his best means the best in short stories—and this collection at once marks the highest level of his artistic stature and exhibits the immense variety of his powers. They run the gamut of fantasy, grotesquerie, sentiment and satire, with characters that make an album of unforgettable portraits. There's the husky, bewildered Russian palooka of the wrestling mat in the title story; the meek magnate and the pixie of precocity in that delicious authentic satire on the movies, *Baby Millie and the Pharoah* and the mad ventriloquist of *The Rival Dummy*. These and the many others are yarns that glisten with originality of conception and brilliance of execution.

Ready
August 25,
\$2.50

COVICI-FRIEDE • Publishers • 386 Fourth Avenue, New York

This will be the biggest September we've ever had... ESSANDESS

It happens that many of our important books are being published next month. We plan to promote them not only in September, but right through Christmas. Here's the list:

BERNARD SHAW by FRANK HARRIS	<i>The best biography we've ever published</i> \$4.00
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YOO HOO PROSPERITY by EDDIE CANTOR	<i>First printing already sold out</i> \$1.00
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THE NEW BELIEVE IT OR NOT by ROBERT L. RIPLEY	<i>First Printing 25,000</i> \$2.00
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CROSS WORD PUZZLE BOOK SERIES 21	<i>Sure of 20,000</i> \$1.35
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SOCIETY by J. P. McEVoy	<i>A new McEvoy. Different format. It deserves it.</i> \$2.00
--	---

MARY LEE by GEOFFREY DENNIS	<i>No sales probably — but a great book</i> \$2.50
--	--

THE LOVE OF MARIO FERRARO by JOHANN FABRICIUS	<i>A dark horse. Want an advance copy?</i> \$2.50
--	---

THE BOOK OF DILEMMAS by LEONARD HATCH	<i>A novelty book we are very sure of</i> \$1.50
--	--

THE ONE TWO THREE SYSTEM by SIDNEY S. LENZ	<i>Lenz is the boy back of The Official System</i> \$1.00
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THE DIAGRAMLESS CROSS WORD PUZZLE BOOK	<i>Let the nuts have it, say we</i> \$1.35
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SIMON AND SCHUSTER • 386 Fourth Ave. N. Y.





.... MEET

BUG EYE

*He Is
Worth
Knowing!*

Bug Eye

by ALAN LE MAY

THIS Le May is versatile no end. He rang the bell, successively, with a successful historical romance, a mystery, and a western. Now he has concocted the two most engaging cowboy characters since the days of Red Gap.

Bug Eye; his partner Hank; Wilbur, their one-way horse; and Rose O'Tool the beautiful saloon keeper's daughter will insinuate themselves into the affections of thousands (let's be conservative, say about 25,000) of book buyers this Fall.

September 24th, \$2.

A. t'Serstevens THE DISTANT PRINCESS

A GLAMOROUS and glorious romance of adventure in the Balkans, just before the War. The mysterious Eleanore, who, with her beauty and intrigue causes the murder at Sarajevo, and so plunges the world into conflict, is one of the most arresting of modern fiction characters.* It's a splendid literary performance as well, and is sure of a great reception.

September 24, \$2

* If you have seen Marlene Dietrich in "Dishonored" you will understand her power and appeal.

FARRAR & RINEHART, 9 East 41st Street

Pre-Views

*We nominate
for success—*

#4



by

MARGARET
SANGER

My Fight for Birth Control

Because, though she has written a number of books about this controversial subject, this is the story of *herself*; because she waged a single-handed crusade for years and lived to see her cause become respectable; because more women know about, and think more highly of Mrs. Sanger, than any other woman in this world; because the story she tells is dramatic, exciting and full of the sheer joy of a good fight; because birth control legislation will be before many states as well as Congress this year; and because this book is charged with dynamite.

September 21, \$3



Predictions are all very well— but facts are more important!

Our most successful book, not only in the past month but for the present season, is **BETTER LEFT UNSAID**, by Daisy, Princess of Pless, price \$5.00. This book is now in its sixth printing. It is on practically all the best-seller lists, first place on some, second and third places on many and fourth, fifth and sixth places on others.

Our own records show that our second best-selling book is **THE SECRET LOVER**, by Ursula Bloom, price \$2.00, which in three weeks has gone through five printings.

Our third best-selling book is **THE STORY OF SAN MICHELE**, by Axel Munthe, price \$3.75. This book, during the month of July, has had an average sale of more than 1,000 copies a week.

Our other best-selling books in the order of their sales are:

HEART'S GARRISON, by Diana Patrick, \$2.50
7th printing

MURDER BY FORMULA, by J. H. Wallis, \$2.00
5th printing

1066 AND ALL THAT, by Sellar & Yeatman,
\$1.75—9th printing

ANDROMEDA IN WIMPOLE STREET, by
D. Creston, \$3.00—5th printing

A FAREWELL TO INDIA, by Edw. Thompson,
\$2.50—3rd printing

THEATRE STREET, by Tamara Karsavina,
\$3.75—6th printing

THE MURDER TREE, by Leslie McFarlane, price \$2.00, is not included among our best-selling books. It is an August book and has only been published a few days. The author's first book, **STREETS OF SHADOW**, sold 6,200 copies. This book has had an advance of 4,100 copies. Mighty good advance in these times for a mystery book. (Some people apparently have erroneous ideas about advance sales of mystery novels.) A conservative estimated sale based on these facts is 7,500 copies. We hope to go between eight and ten thousand.

THE STORY OF PRINCESS ELIZABETH, by Anne Ring, price \$2.00, sold more than 80,000 copies in England. Many booksellers, and we ourselves, are very optimistic about the sales possibilities of this book. Mr. Grauer of Otto Ulbrich of Buffalo, is probably more enthusiastic than any one else. There is no need to explain his reputation as a shrewd buyer, although we might explain that he has demonstrated the sales value of the book with a prepublication window display using a picture of the little Princess.

HUMAN NATURE, by William Lyon Phelps, price \$1.00, at the time this copy was written had not yet been published. It will have been published when you read this advertisement, publication date being August 11th. It was to have been published last fall. Next to **HAPPINESS** we think it is the author's best book. Apparently the trade has the same opinion judging by the advance orders. **HAPPINESS** sold more than 50,000 copies.

According to the *Publishers' Weekly* best-seller reports, **THE STORY OF SAN MICHELE** was again the best-selling non-fiction book from

January, 1931, through June, 1931. As they reported this book to be the best-selling non-fiction book from June, 1930, through December, 1930, we gather that according to their records it was the best-selling non-fiction book for the past twelve months.

The best review to date on **BETTER LEFT UNSAID** comes from the *Boston Transcript*. "In her earlier book the Princess of Pless gave us fruit cake spiced to our liking. She has here provided a frosting to that cake, flavored even more to our taste. In the earlier book she dealt with personages and politics; here she discusses persons and pleasures." "Of all the memoirs and diaries that have appeared in these post-war years this outranks them all for charm of narrative and for vivid and pleasant portrayal of the playgrounds of the *haute monde*."

On August 11th we are republishing in a new and revised edition **PLATO'S AMERICAN REPUBLIC**, by Woodruff. This book has had a large steady sale for five continuous years and is the first of the new "Dutton Revivals." The price is \$1.00. This book has a new jacket and we will give it the same advertising appropriation as if it were a new book.

Despite rumors to the contrary, we guarantee that **THE STORY OF ST. MICHELE** will not be published in any \$1.00 reprint edition for at least two years from January 1st, 1932.

Will Cuppy, master mystery critic of the *New York Herald Tribune*, starts off his review of the **MURDER TREE** in this way: "Darned if here isn't an intelligent, well written and properly exciting gooseflesher, complete with grisly start, swift developments, tall climax and five corpses scattered along the quiet countryside in and about Ashcroft, Mass. The author of **STREETS OF SHADOWS** has done himself proud in the way of a thriller guaranteed to cool you off with startling complications, slick sleuthing and a dash of love's young dream." What more could any publisher ask in the way of a selling review?

The *Times* book section, in a full page review of **KINGS IN THE MAKING**, says: "For a hot day this lively book is great fun." This book, by the way, is out of stock and we can not get another printing in before August 25th. This book has been having exceptionally good reviews.

William Soskin, in the *Evening Post*, did not care for **SAMUEL PEPYS, LISTENER**, by R. M. Freeman, price \$2.50. John Drinkwater calls it perfect. Two extreme critical points of view. Most readers seem to think it is a thoroughly enjoyable book. Ellis Parker Butler, author of **PIGS IS PIGS**, writes in and says: "August, 1931—So to reading a new book, Samuel Pepys, Listener, wrote by R. M. Freeman, which is infinite well done and doth please me mightily, I sitting two nights until one of the clock, so great is my delight therein, and as pretty a book both for type and paper as I have seen since the Devil knows when."

On August 18th we are publishing **CRUELTY TO WORDS**, by Ernest Weekley, price \$1.00. The "boners" of the literate. On the same day we are also publishing **TRUE STORIES OF IMMORTAL CRIMES**, "Tales of Horror," by H. Ashton-Wolfe. Like the **UNDERWORLD OF PARIS** this amazing volume deals only with the truth of French criminal history. The price was to have been \$3.50 but is \$3.00.

Why not put your main effort into books that have demonstrated their sales possibilities? If you are interested in working on a better profit on any of these books, why not let us know? Address your letter attention of J. M., Jr.



THE BORDER

by **DAGMAR DONEGHY**

(Mrs. Joseph Warren Beach)

Here is a real discovery—a first novel that is as genuinely American as the soil from which it springs, that historic Kansas-Missouri border of the Civil War. The author writes of days her ancestors lived through.

The dramatic story of this Southern family, caught between two fires, is centered around lovely Nellie Leinster and Andy, her most imaginative son. As a novel the book is powerful and moving; as an historical document it is authentic and important.

Advance orders are the largest we have ever received for any first novel.

September 3.

Wrap around jacket in full colors.

\$2.50

THE BENDING SICKLE

by **CICELY FARMER**

The story of a Victorian girl in advance of her times. Without open rebellion, she determined to live her own life—and fulfilled her destiny through the three men she loved: her father, her lover, and her younger brother.

August 20.

12mo.

\$2.50

COMING SEPTEMBER 17

BLACK DANIEL: The Story

large 12mo. \$2.50



WILLIAM MORROW & COMPANY, INC.

Canadian representatives: McClelland & Stewart, Inc

"She is an Irish Hemingway... she drives straight to the mark, and tells what she has to tell economically and effectively."—N. Y. Times.

THE WANTON WAY

by **NORAH C. JAMES**

author of *Sleeveless Errand*



Norah C. James

Once again, Norah James has returned to the Bohemian London of *Sleeveless Errand*. Her new book is a frank outspoken novel of life today in London, Berlin, and on the Italian Riviera—written with that boldness and spirit which characterize all her work.

It is a story primarily of restless souls, seeking sensation in life above all else; of honest, sensitive souls sucked into the wild reckless life of Bohemia.

September 3.

Jacket in colors. 12mo.

\$2.50

"Not only thrilling as a true adventure story but of a high standard of literature."—Everyman.

MY SOUTH SEA ISLAND

by **ERIC MUSPRATT**

The experiences of a young Englishman who virtually ruled over part of a South Sea Island (San Cristoval of the Solomon Islands) for six months—told with all the glamor and joy of youth.

September 3.

\$2.50

"A thrilling romantic book. For once it is true to say there is not a dull page."—Christian Science Monitor.

CIRCUS NIGHTS & CIRCUS DAYS

by **A. H. KOBER**

A first-hand account of the European and American circus, filled with countless lively anecdotes about the performers, the trainers, the freaks, the clowns, etc.

August 20.

29 photographs.

\$3.50

Story of a Great Man

by
HONORÉ W. MORROW

Author of *Forever Free*, etc.

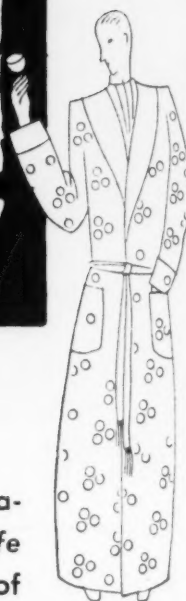
386 Fourth Avenue, New York, N. Y.

215 Victoria Street, Toronto



THORNE SMITH

— at his Gayest!



Only the glowing imagination that produced *Topper*, *The Stray Lamb* and *The Night Life of the Gods* could have conceived this riotous comedy of modern morals—the story of Tim and Sally Willows, who envied each other's lot and lamented their own so whole-heartedly that their tutelary deity (Mr. Ram, an Egyptian) took sensational and highly unusual steps about it. The result of these steps is a pyrotechnical display of wit and satire, written by a man blessed with a divine sense of humour, an alert social consciousness, and something less than no inhibitions.

Echoes from THE NIGHT LIFE OF THE GODS

"A brilliant and quite shocking triumph of the imagination." Howard Vincent O'Brien. . . "My favorite of the year." Isa Glenn. . . "I recommend this mirthful tale right heartily." Ted Robinson. . . "Better than 'The Stray Lamb'." Brooklyn Eagle. . . "Wise and funny and salty and ribald and glamorous. Also it's a swell


book." *The Springfield Union*. . . That is part of the ovation that met Thorne Smith's previous book. *TURNABOUT* is a novel about the suburbia everyone knows, as brilliant and hilarious as *The Night Life of the Gods*, but with greater depth, and wider sales appeal. Coming September 24th.

TURNABOUT

\$2. DOUBLEDAY, DORAN

DODD, MEAD BOOKS

4 Light Fiction Profit Makers



By Olive
Wadsley

CABARET

The author of "Fascination" writes another romance of the bright lights in this story of Lili, night club artist, who found many lovers but only one love. \$2.00

By Berta
Ruck

DANCE-PARTNER

A girl in man's clothes as a *gigolo* in a Paris night club, with all the ensuing complications. A lively love story in Berta Ruck's most popular vein. \$2.00

By W. Stanley
Sykes

The MAN WHO WAS DEAD

A new mystery writer steps forward with a murder story that is high on the list for clever plot, plausibility and excitement. \$2.00

By George W.
Ogden

FENCED WATER

When a farmer in a Texas cow town fences a public water hole, sold to him by swindlers, excitement is sure to follow. *Ogden* makes the most of it in this *original* Western. \$2.00

4 New Non-Fiction Staples

By Leonard H.
Robbins

MOUNTAINS and MEN

The most complete and up-to-date book on mountain climbing, containing accounts of all the recent famous conquests. *Illustrated.* \$3.00

By Ronald A.
Monson

ACROSS AFRICA on FOOT

A brand new type of African travel—adventure book. From Cape Town to Cairo on foot over trails the expeditions never touch. *Illustrated with photographs.* \$3.00

By Aileen
Riggin

MODERN SWIMMING AND DIVING

The Olympic Diving Champion teaches the beginner how to swim (all strokes) and dive. The most up-to-date book. *Illustrations and diagrams.* \$2.00

Selected by
A. P. Sanford

PLAYS for CIVIC DAYS

Another volume in the highly popular and useful group of books of plays for special occasions. Contains short and long plays for all ages. \$2.50

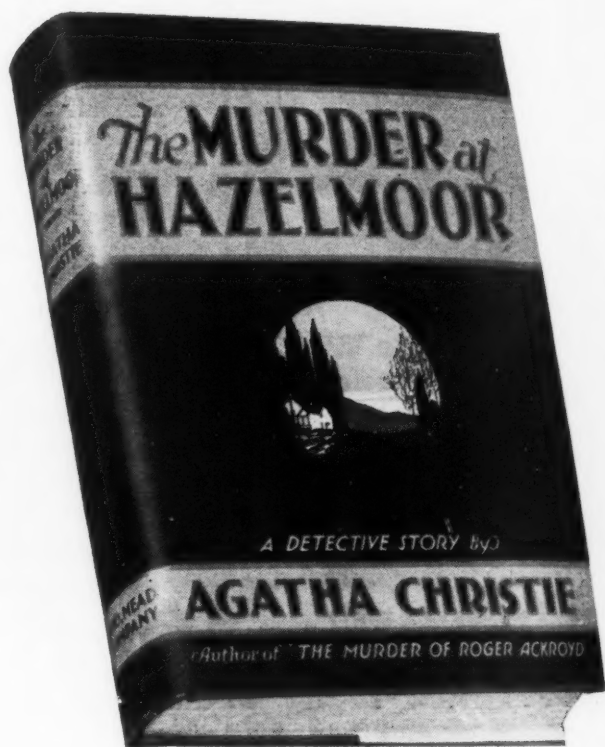
DODD, MEAD & CO., 449 Fourth Ave., New York

BIG AUTHORS + BIG

By
Agatha Christie

... A baffling mystery—
 and a smart, engaging
 group of people—in a
 thoroughly entertaining
 story by the author of
 "The Murder of Roger
 Ackroyd," "The Mystery
 of the Blue Train," etc.

\$2.00



Ready August 14th

**The MURDER at
 HAZELMOOR**

By the author of "The Murder of Roger Ackroyd" and
 "The Mystery of the Blue Train"

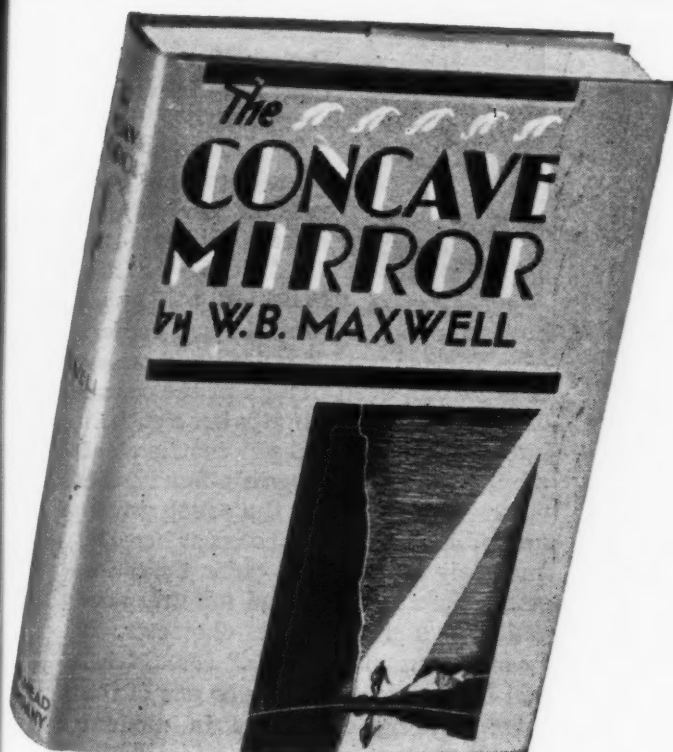
DODD, MEAD AND COMPANY

August 15, 1931

577

BIG BOOKS = BIG SALES

By
W. B. Maxwell



. . . The novel everyone has been hoping W. B. Maxwell would write. A gripping story of modern marriage, frankly discussing its unescapable problems and its unpardonable sin.

\$2.00

Ready August 14th

The CONCAVE MIRROR

By the author of "Spinster of This Parish"

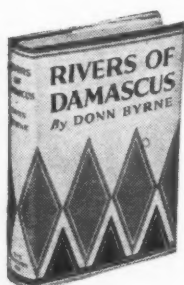
49 FOURTH AVE., NEW YORK

Advance News of New Century Books

From THE CENTURY CO., 353 Fourth Ave., N. Y.—Publishers of THE NEW CENTURY DICTIONARY

RIVERS OF DAMASCUS

BY DONN BYRNE



With the publication of this book another volume of Donn Byrne's much sought after short stories is made available to readers. Many of these priceless tales have laid in the limbo

of magazine files for years, others appear in print now for the first time. Some of them were written by Donn Byrne during the period in his career in which he composed his immortal *Messer Marco Polo*; others were written as recently as a year or two before his death. The scenes range from the Riviera and the Irish countryside to the old Tenderloin of New York. The parade of characters includes cockney caddies, colored jockies, down-at-the-heels noblemen and New York crooks. Tragedy, romance and humor figure in these powerful tales, all welded together by the magnificent writing of Donn Byrne.

SALES POINTS: Readers of Donn Byrne, assiduous collectors of his works, have increased greatly in number during the past few years. And out of the mad scramble for the rare first editions of his earlier works has come an insistent demand for the many fine short stories which represent a high point in his achievement as a writer. To the company of *Changeling*, *Stories Without Women* we add this latest volume of short stories by Donn Byrne. Display it prominently, so that it will come to the attention of his many readers among your customers.

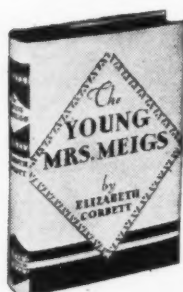
RIVERS OF DAMASCUS

Price \$2.00

Date: September 1st

The YOUNG Mrs. MEIGS

BY ELIZABETH CORBETT



Propound the question: "Need a woman ever be old?" and you will pique the interest of any woman. Provide as the answer Elizabeth Corbett's *THE YOUNG MRS. MEIGS* and you

have a delighted and happy reader. Mrs. Meigs found it quite unnecessary to grow old, even though in the course of this story she celebrates her eightieth birthday. A grand old girl, matriarch of a busy and bossy American family, she winks at the fact that the young people around her are trying to order her life, and slyly manages to order theirs instead. This is a rare and a lovely portrait of a remarkable character, a "young woman of eighty." Mrs. Meigs will be remembered long as one of the most striking characters in modern literature.

SALES POINTS: Aside from the fact that Mrs. Meigs vigorously denies the necessity of this bothersome business of growing old, many a reader of *THE YOUNG MRS. MEIGS* will catch the old girl's secret of growing old gracefully. This is a book that will appeal strongly to any woman reader. It is light and gay, but sometimes its gayety is deceiving. For it is also a thoughtful book, as many of your good customers will inform you when they return to thank you for the pleasure they found in reading *THE YOUNG MRS. MEIGS*.

THE YOUNG Mrs. MEIGS

Price \$2.00

Date: September 8th

Advance News of New Century Books

From THE CENTURY CO., 353 Fourth Ave., N. Y.—Publishers of THE NEW CENTURY DICTIONARY

FLOWER OF THORN

BY MARIE CONWAY OEMLER

Author of JOHNNY REB, etc.



Readers will turn to the South this Fall for their needed ration of romance, and they may take joy in the fact that they will find it under the guidance of Marie Conway Oemler. Her

latest novel **FLOWER OF THORN** is the story of a boy and a girl in love, a boy descended from a family of Northern carpet-baggers, and a girl who is the granddaughter of a courtly and polished Confederate officer. Even such a brief statement of this story's character is sufficient to suggest the drama and the conflict which are mingled with its romance. Probably the tale would fall flat in the hands of any writer of romance less skilled in depicting human ways than Marie Conway Oemler. One of the best-loved novelists the South has produced in recent years, she here offers a Southern story which is bound to win her thousands of new admirers.

SALES POINTS: If anyone doubts that the reader is turning by preference to romantic fiction these days, let him ask the bookseller. The drabness of tragedy and the grayness of the psychological novel, have declined in favor. The romantic novel has soared in popularity. While we take great delight in publishing any novel by Mrs. Oemler we rejoice in being able to offer the bookseller **FLOWER OF THORN** at the present time. It appears at the psychological moment which will greatly benefit its sale.

THE GOOD DETECTIVES

BY MARGARET LEVESON GOWER



Although we accepted this novel without any hesitation, we debated long over how it should be presented to the trade and the public. In the first place, it is not a detective story,

as its title would indicate. Yet this title **THE GOOD DETECTIVES** is the only possible title for the book. It is the story of two most likeable English boys and their sister who become The Good Detectives for fun and live up to the name in earnest. There is a secret about one of their grandfather's paintings at which he drops a hint, and the rest of the story describes the amusing efforts of The Good Detectives to discover the secret—and incidentally to get justice for their disinherited father. It is a story unusual in both form and content.

SALES POINTS: **THE GOOD DETECTIVES** is neither a detective story nor a juvenile—we must emphasize that point. It is a book for adult readers, a charming story for every one who remembers with joy the detective feats of his youth, the mysteries he gravely solved in the free, fearless days when he was young enough to believe in himself and his destiny. This is a book which will enable readers to recapture some of the carefree gayety of their youth—an experience that almost any man enjoys.

FLOWER OF THORN

Price \$2.00 Date: September 15th

THE GOOD DETECTIVES

Price \$2.00 Date: September 15th

Sure Fire Successes



Louise Platt Hauck's

new novel of young love and romance

PRINCE of the MOON

ANOTHER long-selling favorite by an author who never disappoints. Louise Platt Hauck gives her vast audience a fine, wholesome story of young love. They met at a masked ball, and there was moonlight in the garden. She was Diana and he was Prince of the Moon. It was Romance and Glamor and Youth! A charming novel with a sure-fire sale. You will find this is a splendid and long-lived title on your rental library as well. By the author of *Sylvia*, *Anne Marries Again*, etc.

BOBBS-MERRILL

\$2.00

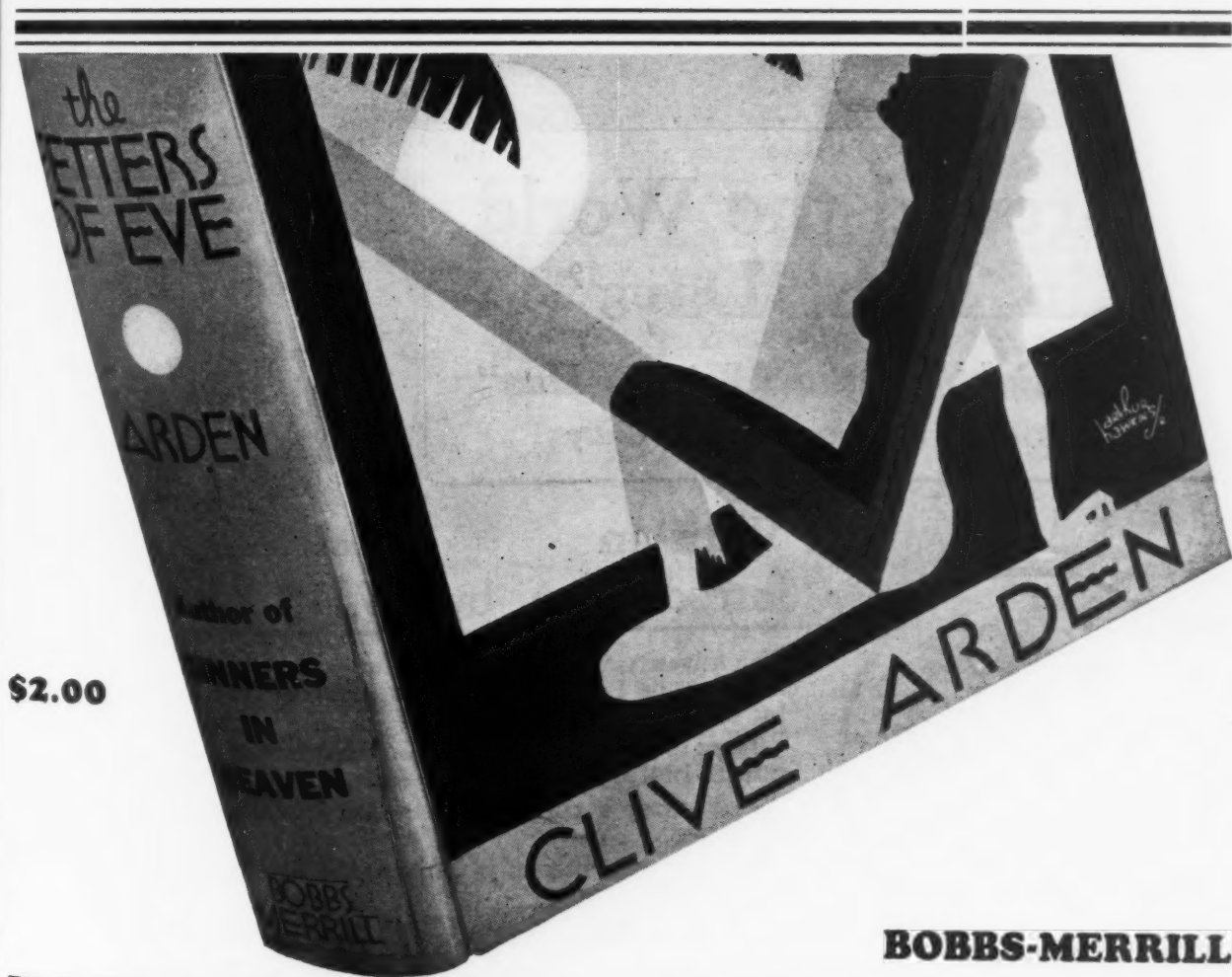
INDIANAPOLIS

Clive Arden's

big successor to SINNERS IN HEAVEN

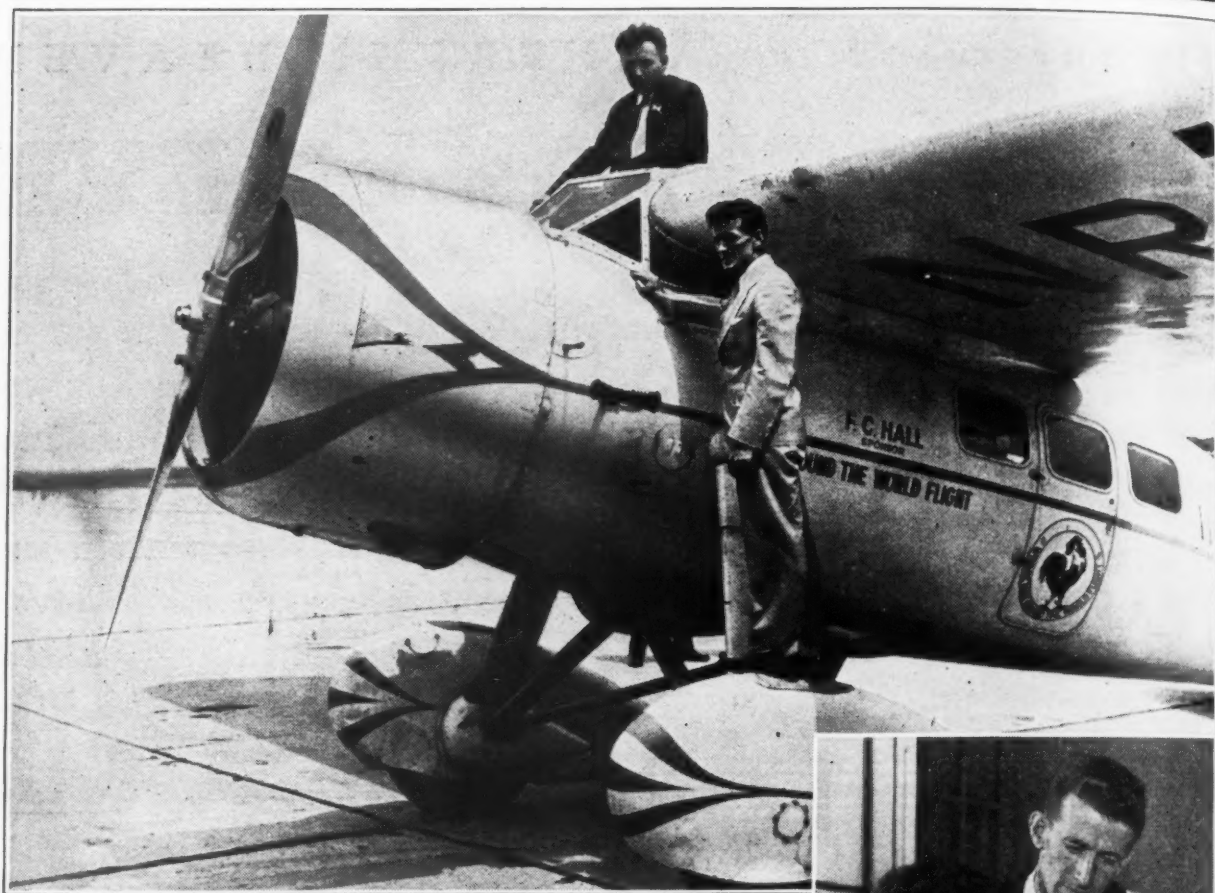
The FETTERS of EVE

RETURNING to the same glamorous South Sea setting that was so popular in *Sinners in Heaven*, Clive Arden has written a new novel that has on it every mark of a best seller. It is the story of an Englishman who holds women in contempt and makes up his mind never to be bound by love. But in the tropics passions are harder to restrain and his attempt to master the seductive Eve ends in a revelation of love's depths he had not suspected. (A striking jacket).



BOBBS-MERRILL

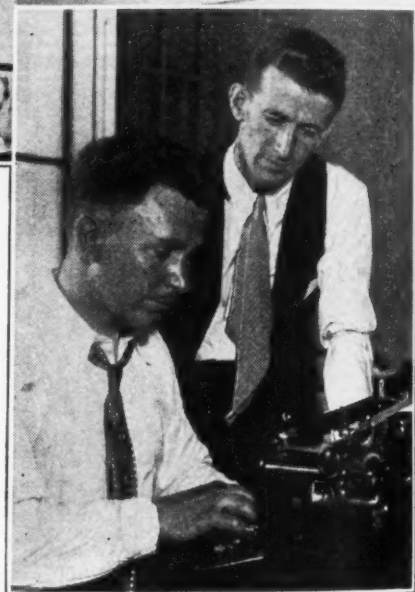
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"Around the World in Eight Days"

The Flight of the "Winnie Mae"

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With an
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The adventure book of the year! A complete, intimate account of Post and Gatty's record-breaking flight—by themselves.

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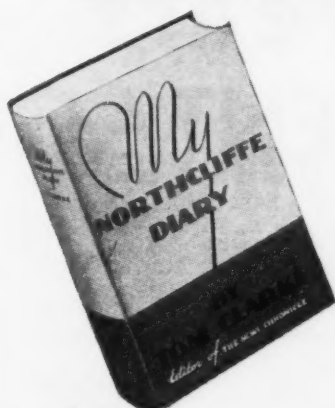
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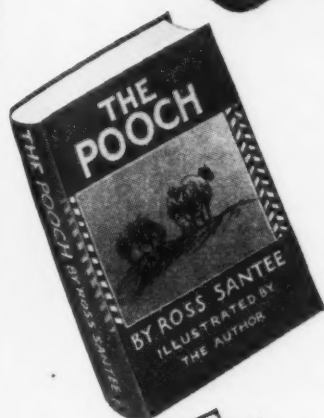
Continuing

COSMOPOLITAN'S STRONG LIST

on September 4



MY NORTHCLIFFE DIARY by Tom Clarke. An English Book Society choice. Intimate revelations, by Lord Northcliffe's right-hand man, of the giant of world journalism who formed the habits and elected the governments of an empire \$3.00 illustrated.



THE POOCH by Ross Santee . . . who here gives you a selling successor to *Cowboy*, including the inimitable illustrations. The story of Spike, the cowboy's dog, a hardboiled, plain-spoken fox terrier, will be a joy and delight to every honest-to-dog human. \$2.00 illustrated.

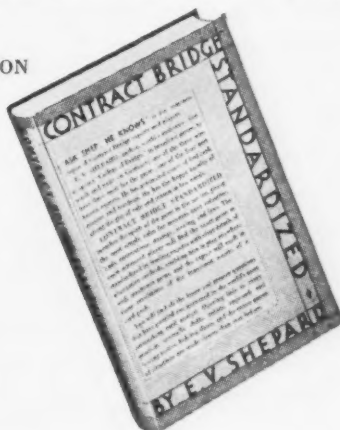


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COSMOPOLITAN BOOK CORPORATION



Speaking of BEST-SELLERS in the last 5 years —and PERCENTAGES

(See advertisement in *The Publishers' Weekly*, July 25, page 301)

According to the records of *The Publishers' Weekly*, 1926 to 1930, inclusive, the titles issued and the best sellers credited to the three publishing houses follow:

Publisher	Titles Published*	Best Sellers	Percentage of Best Sellers
DOUBLEDAY, DORAN	1457	45	3%
HARPER & BROTHERS	1054	27	2 1/2%
LITTLE, BROWN	534	26	4 4/5%

*Compiled from the Annual Summary Numbers of *The Publishers' Weekly*.

FEWER AND BETTER BOOKS WOULD THUS APPEAR TO PRODUCE A LARGER PERCENTAGE OF BEST SELLERS

With but 45 titles on Little, Brown & Company's Summer and Autumn List, the following novels are already in the "best-selling" class:

THE WINDMILL ON THE DUNE. By Mary E. Waller.

Now in its fourth printing and good for a long run.

HATTER'S CASTLE. By A. J. Cronin.

England's outstanding novel is duplicating its sensational success here.

SIMPLE PETER CRADD. By E. Phillips Oppenheim.

His new type of story is making new Oppenheim readers daily.

Together with this title from their Spring list:

THE ROAD BACK. By Erich Maria Remarque.

For two successive months America's leading best seller.

Little, Brown & Company have yet to publish the following potential best sellers:

FINCH'S FORTUNE. By Mazo de la Roche. (Sept. 11)

The third volume of the famous "Jalna" saga.

THE EPIC OF AMERICA. By James Truslow Adams. (Sept. 11)

Panorama of American life from Columbus to Hoover.

FORTY-NINERS. By Archer Butler Hulbert. (Oct. 2)

Winner in the Atlantic \$5000 non-fiction prize contest.

A JADE OF DESTINY. By Jeffery Farnol. (Nov. 6)

A typical Farnol "sword-and-cloak" romance.

KATRIN BECOMES A SOLDIER. By Adrienne Thomas. (Nov. 6)

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Petersburg!**



**He stole the Tsar's luncheon of
partridge and gherkins from
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**He discovered Kerensky's
duplicity and confronted
him with it!**



He is Tarasov-Rodionov, now a general in the Soviet Army. Into this vivid account of the first revolution he packs all the tense drama of the earth-shaking cataclysm as he lived through it day to day. Incident after incident—human, gripping, and of great historical significance—crowd its pages across which are also etched intimate portraits of all the early heroes. Tarasov-Rodionov writes with all the simplicity and human profundity that mark the best in Russian literature.



FEBRUARY 1917

A Chronicle of the Russian Revolution

by **ALEKSEI TARASOV-RODIONOV**

Translated by William A. Drake

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The CONQUEST of SPACE

BY
DAVID
LASSER

ROCKETS

As you read these words the first great altitude rocket, forerunner of tremendous developments, may be shooting upward into space.

New York will be brought within an hour of Paris by this new power; giant projectiles will carry explorers to the moon and planets.

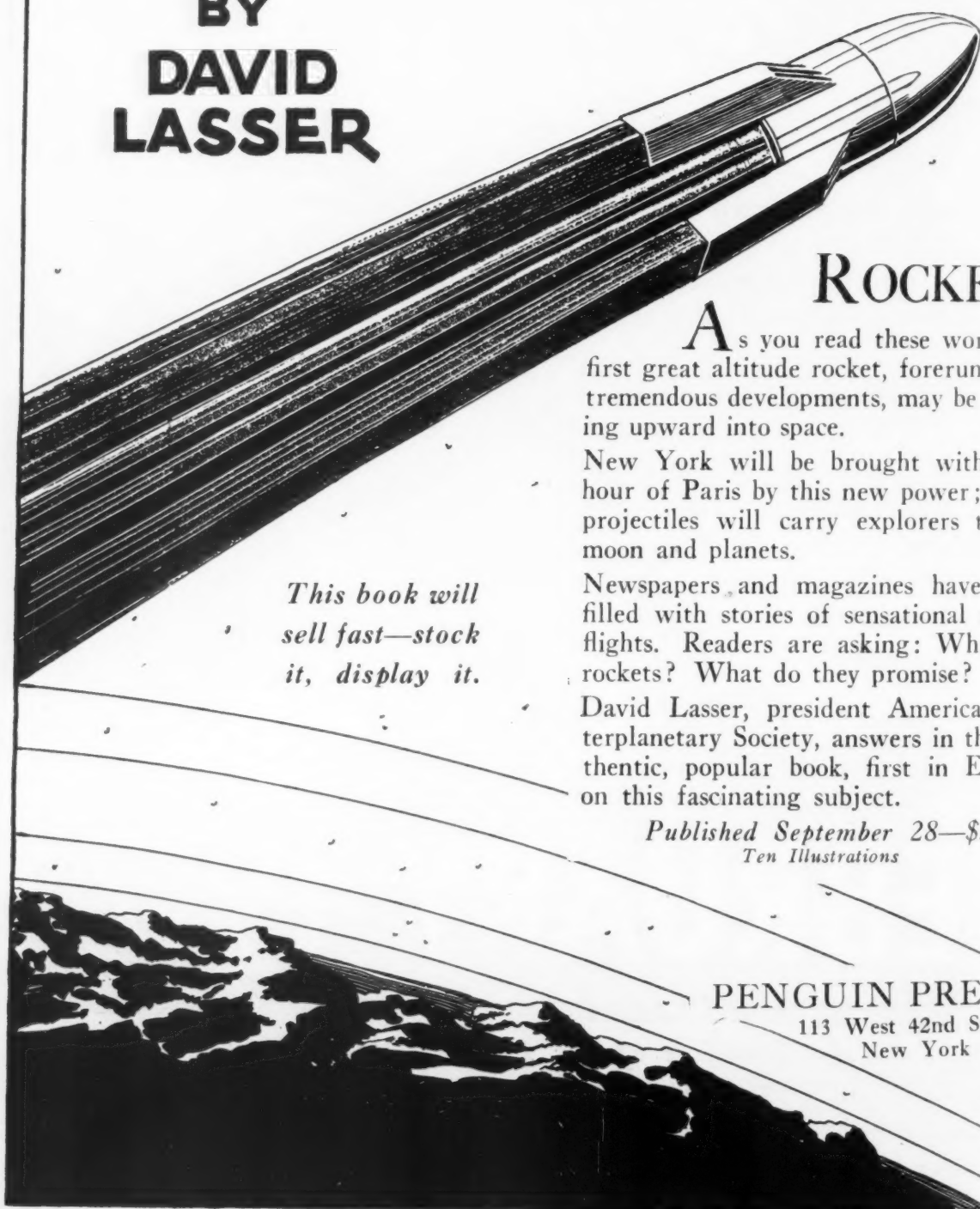
Newspapers and magazines have been filled with stories of sensational rocket flights. Readers are asking: What are rockets? What do they promise?

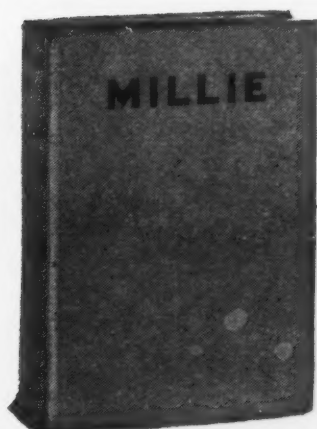
David Lasser, president American Interplanetary Society, answers in this authentic, popular book, first in English on this fascinating subject.

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it, display it.*

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The above is a photograph of a rental library copy of
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It was bought by a representative of The Vanguard Press when he learned from a bookseller* that during its rental library career it had earned \$12.25. The Vanguard Press has since learned that this is not unusual for one of Mr. Clarke's books. A new novel,



YOUNG AND HEALTHY

By DONALD HENDERSON CLARKE

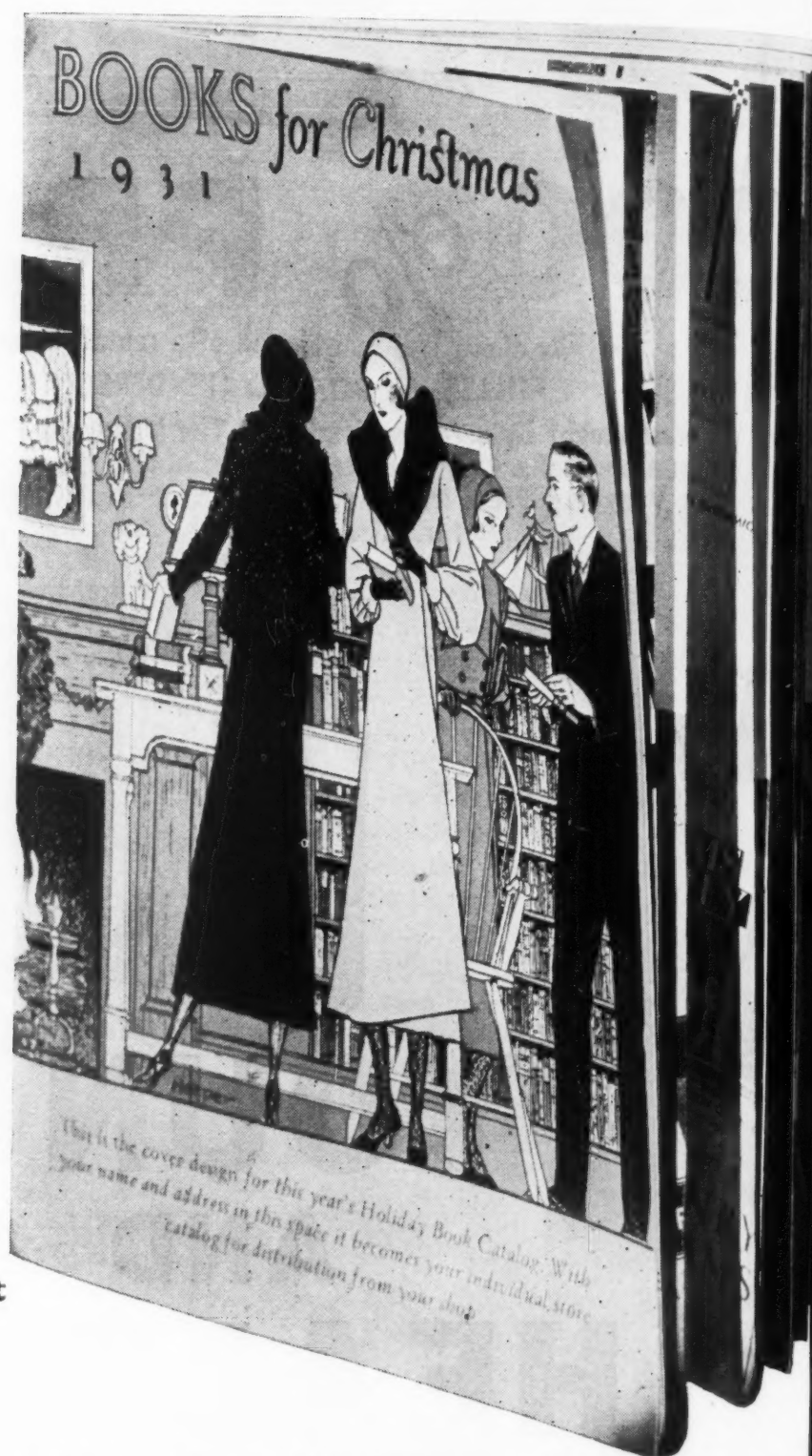
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Last year leading booksellers in all sections of the United States distributed with satisfaction and with pride the Bowker Holiday Catalog—THE CHRISTMAS BOOKSHELF.

Its stunning photographs of the new books, its effective displays and concise descriptions page by page introduced a fine new note in bookstore catalog advertising.

This year's catalog—BOOKS FOR CHRISTMAS—is already in the making. Expert catalog makers are busily building the most capable business getting booklist that they can produce. The cover will be printed in color in aquatone process creating a lovely effect.

There will be order forms for customers' use, envelopes with store name and address inserted in each copy to bring orders home to distributors, a mailing envelope with each copy bearing store name and address—every thing ready for immediate mailing. This is the year to advertise to your buyers by catalog, this is the catalog, and, now is the time to reserve copies.

BOOKS FOR CHRISTMAS

A SELECTION OF FINE BOOKS

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Superlatives ! ! ! ! ! ! ! !

The book trade has gone on record as opposing the excessive use of superlatives in publishers' advertising. What, however, is a publisher's adman to do when presented with such a handsome bouquet of lavish tributes as this novel has won in England? Please note that none of these superlatives is of our own manufacture.



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"What wealth of realism!... How beautiful is the beauty, and how horrible the horror! An extraordinary performance."

—*Gerald Gould (Observer)*

"One of the most brilliant, turbulent and fantastically exciting first novels of recent years."

—*Douglas West (Daily Mail)*

"It soars up to a perfectly terrific climax! Inhumanly competent."

—*Norman Collins (News Chronicle)*

"You will be proud, when Mr. Bell publishes his next book, to be able to say: 'Ah yes, I remember his first. I knew he would be worth watching'."—*Evening News*.

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September 4

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 15, 1931

The Effect of Circulating Libraries on the Booktrade

Stanley Unwin

An Address on the English Circulating Library System Delivered Before the International Congress of Publishers at Paris

WHEN I tell publishers on the Continent that the first edition of a very large proportion of English books by unknown or less well-known writers consists of not exceeding 1,500 copies, I am usually met with a polite but incredulous smile. When I go on to explain that it is due largely to the English system of *circulating* libraries, I am nearly always given the reply, "Oh yes, we too have *public libraries!*" Let me begin, therefore, by stating most emphatically that the commercial circulating library on the one hand, and the public (or municipal) library on the other hand, are two entirely distinct and different things.

What we know in England as a circulating library is a purely commercial undertaking (generally, but not always, forming part of another business, usually book-selling) established for the lending of books in return for either a fixed periodical subscription or a fixed charge for each book lent. Occasionally the basis of payment is a combination of both these methods.

Here then is one essential difference that confronts us at the start, because the public, the University and the Municipal Library are not any of them trading concerns, whilst the Commercial Circulating Library both buys and sells books. The

selling of the books bought for Library use does not however take place until the books are no longer wanted for lending to subscribers.

There are numerous circulating libraries in Great Britain, many of them quite small; but we can best appreciate their relation to and effect upon the booktrade by considering the four big principal ones:—

Mudie's Select Library
Boots' Booklovers Library
W. H. Smith & Sons Ltd.
The Times Book Club Ltd.

Of these the first was begun as a library, and only later began to deal in books (new and second-hand) stationery, etc.; the second is run by a firm of druggists as an adjunct to its numerous drug-stores; the third is a department of a firm originally specializing in the sale of newspapers, magazines and books through a system of railway bookstalls, but now owning many shops; and the fourth has an interesting history (too long to record here) beginning in association with *The Times* newspaper—a connection now broken.

These four libraries provide several alternative bases of payment depending upon the number of books borrowed simultaneously by the subscriber, and also upon the range of literature to which the

subscriber desires access; and perhaps the simplest way of illustrating their methods of business is to set out the scale of charges advertised by the oldest—Mudie's Select Library (established 1842).

For additional payments the library will exchange books at subscriber's houses, collecting and delivering books by messenger, by motor van or by post, according to the distance.

"Circulating Libraries of a commercial character do not appear to be more than about two hundred years old in England." (I quote from the Report of the Commercial Circulating Libraries Sub-Committee appointed by the Society of Bookmen* issued in December 1928). "By 1770 there were four lending libraries in London . . . with the advent of the nineteenth century the growth of the circulating libraries continued gaily and seemed to have flourished financially."

It is unlikely that the publishers ever looked with a particularly favorable eye on the activities of the circulating libraries. Their method of dealing with them seems to have been to increase the price of books. So, at least, Dr. McKerrow thinks, for he says that the custom of issuing novels of three volumes at from 18/0 or 20/— in the first quarter of the century, and increasing the price to 31/6 in the third quarter, "was no doubt in the main the publishers' riposte to the growing habit of borrowing such books from the circulating libraries rather than buying them."

In 1842 Charles Edward Mudie began his system of lending one exchangeable volume at the rate of a guinea (21/) a year and it is the system he inaugurated that, in effect, we inherit in Great Britain today. But Mudie's pre-eminence did not remain unchallenged. W. H. Smith & Son founded their library in connection with their railway bookstalls. Later important entrants to the field were The Times Book Club in 1905 and Boots' Booklovers Library, which was founded about 1900 in connection with their chain of drug stores, and is now one of the largest Commercial Circulating Libraries in existence. These represent the "Big Four," but there are in addition innumer-

able smaller lending libraries run by provincial and other booksellers. The circulating libraries who are also (with one partial exception) general booksellers, buy their requirements from the publishers on the usual trade terms and, as for certain classes of books (e.g. 7/6 novels) they may be the publishers' largest customers, they are able to secure the publishers' "best terms" if not preferential terms.

The books thus purchased are lent to the public for subscriptions varying from 10/6 for works in circulation, other than the newly published, to £2. 2. 0 or £2. 7. 6, for an "on demand" service entitling the subscriber to any book he wants (with certain prescribed exceptions) when he wants it.

The facilities afforded by the libraries vary. The particular feature of the one run by Boots Cash Chemists is the right it gives its subscribers to exchange their books at any one of three hundred and more branches in all parts of England. The extent of the library may be gauged by the fact that Boots estimate that at any time there are nearly half a million of their volumes actually in the public's possession and 600,000 volumes pass through their head office every month. In the case of W. H. Smith's traveling service, for which 30/ per annum is charged, a subscriber can exchange his book at any one of their 700 branches, including shops and bookstalls.

It will thus be observed that in Great Britain it is possible *for less than a penny a day* (365 pence-30/5) to borrow almost any book one wants and to exchange it as often as one wants and in almost any part of the country. Is it surprising in these circumstances that English people have developed the habit of borrowing books?

But having learned about these unique facilities for borrowing and exchanging books some will say what vast quantities of books these circulating libraries must buy to cope with the demands.

Well, it is true that of some new books by exceptionally popular writers, the numbers purchased are considerable. There are, however, two important ways in which the circulating libraries are able to minimize their purchases. You will remember that there are different classes of subscribers and that it is only the "on demand" or "guaranteed" service that carries with it

* The Society of Bookmen is a group of about fifty authors, publishers, booksellers, printers, binders and others, whose object is to initiate schemes for the advancement of the booktrade.

the right to have the particular book wanted the moment it is wanted. These "on demand" or "guaranteed" subscribers represent but a tiny minority of the subscribers, all the others can be made to (and do often have to) wait for the book they want. Further, the cheapest class of subscription definitely excludes recently published books. In brief, if there is a "run" on a particular book only a small minority have the right to "demand" it at once.

The second factor concerns the internal organization of these circulating libraries. In the case of Boots, for instance, it is conceivable that if nothing was done about it, a particular book might be in stock at 100 branches where it was not in demand and out of stock at 100 branches where it was wanted. This difficulty has been obviated by skillful organization. Twice each week a list of all books much in demand is sent to the branches by the head office so that copies can be returned *immediately* they can be spared. The application of these two factors makes it possible for the circulating library to extract the maximum use out of each volume purchased. It is astonishing how much can be done under these conditions with even a dozen or twenty copies of a book, let alone a hundred.

The active life of most books is short and what is in demand in the spring may be forgotten in the autumn. Under the terms of the English Net Book Agreement the circulating libraries (in common with all booksellers) are debarred from selling even second-hand copies of net books at less than the published price within six months of publication and may not treat as unsaleable or dead stock any new copy or copies within twelve months of the date of their latest purchase. As soon, however, as the six months' period has expired the circulating libraries take steps to dispose of their surplus second-hand stock. Their facilities for doing so are considerable; their organization well thought out. Their subscribers are constantly reminded that if they have enjoyed any particular book it can be purchased at a much reduced price second-hand. But the circulating libraries do not confine themselves to their own subscribers in disposing of their surplus books. Many public libraries (including some overseas) whose income is limited, refrain from buying ex-

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3 Volumes ...	1 11 6	0 17 6	0 10 0
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pensive books till six months after publication and then procure them second-hand from the circulating libraries. From all of which you will observe (a) that if circulating libraries are a blessing they are a very mixed blessing, and (b) that it is possible for a book to have a large "circulation" but comparatively small scale.

It is by no means easy to decide whether the circulating library system is a blessing or a curse. It has its advantages as well as grave disadvantages. But whatever we

may feel about it, we have to reckon with it. It is too deep-rooted to be eradicated and there must be few prosperous homes in England of which at least one member is *not* a subscriber to a circulating library. Subscribers are increasing in number, not decreasing.

There is considerable difference of opinion as to the exact effect of the circulating library on the sale (and price) of books. To the question "Does the circulating library help authors?" the replies are conflicting. "The libraries contend that by taking almost invariably a few copies of every new book, especially fiction, they give a new author the most practical encouragement that he receives." The authors appear to agree that the library system is helpful to the new and unestablished author, but maintain that it limits the sale of the established author. Publishers, on the other hand, are conscious of the extremely small number of books by unknown authors bought by the circulating libraries on subscription, and the reluctance (quite natural) of the circulating libraries to buy a single additional copy which they can manage without.

To the question "What, if any, effect have the circulating libraries upon the price, format and length of books" the answers are likewise conflicting. I have dealt with this matter at some length in Chapter III of my book, "The Truth About Publishing" and will merely observe here that the influence of the libraries is considerable in the case of all those books of which they are the principal buyers. Books issued primarily for sale to circulating libraries are inevitably more expensive than books intended for sale to the public because a smaller edition suffices and the fewer copies printed the higher the price must be. These "circulating library books" if they may be so called, are always cited as evidence that books are "dear," despite the fact that if there is the slightest indication of their being wanted cheap editions are almost invariably forthcoming. It might well be borne in mind that the first printing of many English books is in a sense an experimental edition. If there is a "run" on the book at the circulating libraries it augurs well for the sale of a cheaper edition. If people are disinclined even to borrow that type of book there is little prospect of selling it in suf-

ficient quantities to justify a cheaper edition.

It is probable that more than two-thirds of the publishers' sales of 7/6 novels are made to circulating libraries and that 80% of the books in demand at the circulating libraries are fiction. These figures may help to understand the position of the novel in England, and the fact that one in every six new books published in England is a work of fiction. The total average value of list prices of the books which a library subscriber reads during the year is said to be £38, but this figure should not be regarded as authoritative.

I have probably said enough to indicate that the Circulating Library System, as it is in Great Britain, is a unique and elaborate organization; that its influence on booktrade conditions in England is considerable and that no one can begin to understand the British publishers' problems who ignores or is unaware of its existence.

It may, I think, be said that in so far as it enables the public to reach the books it wants to read it is on the whole beneficial to both the public and the booktrade, but that in so far as the system enables the libraries (as alas! it often does) to make the public accept merely what it is convenient for the libraries to supply, it is detrimental.

The existence of such wonderful facilities for borrowing books inculcates the habit of borrowing rather than of buying. On the other hand the libraries would maintain that they enable the public to taste the publishers' wares before deciding which to purchase.

Certainly the practice of book borrowing seems to be on the increase. There are, however, other causes at work such as the limitation of space in the smaller flats and houses which are so common today.

Mr. Melcher, the editor of the *Publishers' Weekly* of New York and representative of the United States at this Congress, will bear me out when I say that whereas twenty years ago circulating libraries were a negligible feature in book distribution in America, they are today a factor with which the American publisher has to reckon.

Whether the publishers of those countries which have not yet been invaded by commercial Circulating Libraries should rush to welcome them I must leave them to decide.

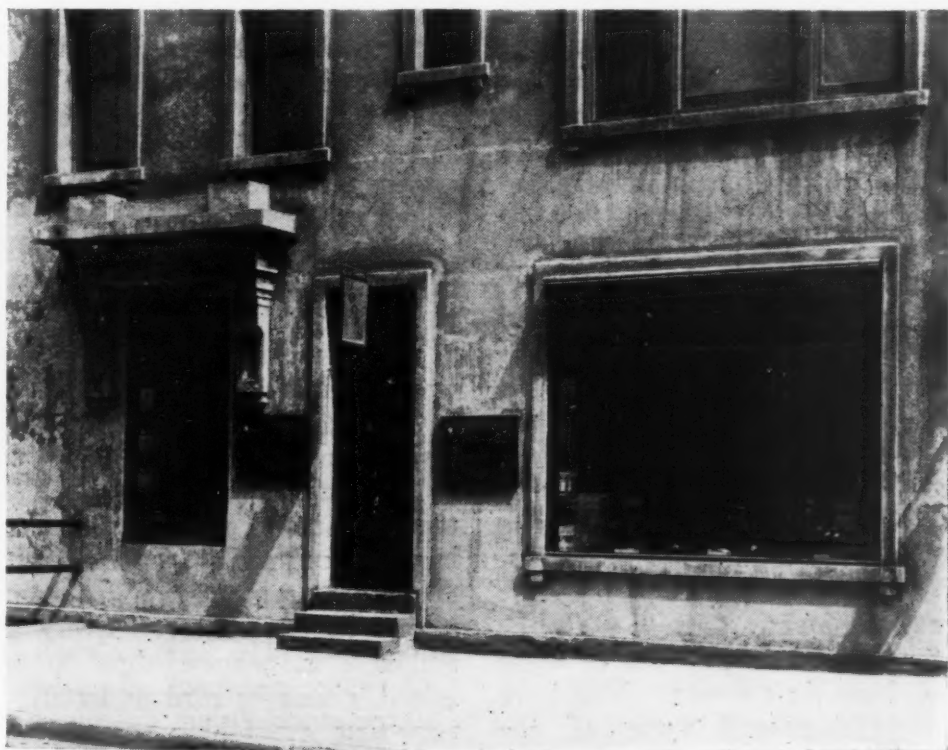
New Bookmarkets by Mail

The History of New York City's Post Box Bookshop Is One in Which an Intelligent, Well-Sustained Personal Note Plays the Most Important Rôle. The Bookshop Had Its Genesis in a Unique Mail Order Book Service

IN the fall of 1923, Henriette Walter and Helen Russell started out to prove to a sceptical world that a mail order business giving individualized service in books could be successful. From their own observation, they believed that there was a large population of book buyers scattered over the United States who would appreciate and respond to a service which did not sell books by the pound or the yard, but which sought not only to send post haste a particular book ordered, but to take a personal interest in the book needs of its clients. So they formed the Post Box Book Service, and began to do business from the apartment of one partner.

Both were fortunate in having a large acquaintance of book-loving people in varied fields both here and abroad, which,

with college alumnae lists, served as a nucleus from which to start. That fall they sent out two letters, one to people in small and distant communities, one to city people who might be too busy to do their own shopping. As a slogan they used "Any Book, Sent Anywhere, Post Free" and in those early days did not limit "anywhere" to the United States only. Besides the letters, modest advertisements "A Bookshop Brought to You" appeared shortly in some of the magazines, the *American Mercury*, *Harper's*, *The Nation* and others. The responses were encouraging, and their list of customers grew slowly but surely, a group of widely scattered people, with varied interests, some of whom wanted regular service, others an occasional volume, or gifts to be sent to steamers.



Just off Madison Avenue in 48th Street hangs the Post Box Bookshop's shingle



A Bookshop Brought To You

Specialists in service to busy people or those far from bookshops. *Free deliveries anywhere in U. S.* Send for our Summer Catalog.

THE POST BOX BOOKSHOP
36 EAST 48th STREET NEW YORK

Advertisements appeared in the American Mercury, Harper's and The Nation, with good results

A number of the small town patrons were regular buyers of more serious reading than the busy city people. For instance, one young man, manager of some Dakota wheat farms, was particularly interested in philosophy, and had an excellent collection of first editions of 18th and 19th century literature as well. Service to him included not only modern and classic philosophers, but some European writers in their native tongue. An elderly business man in the Middle West was acquiring an excellent library of historical books on that section, which he planned eventually to will to his state library. Service to him often meant hunting for old books long since out of print. These customers came through friends. Others responded to advertisements. There were those marines, for instance. Among some old magazines sent to a marine base was one with a Post Box Book Service advertisement in it. Just to try out the Service, one sent for a book which he evidently thought they would have a hard time securing. When said book was sent off to him promptly, he wrote back, delighted, and said that he would surely "tell the boys." And he did. They wrote now and then. One, of French proclivity, became particularly intimate and sent recondite orders—for Rousseau, de Maupassant and Flaubert.

From the first, in accordance with the established policy of personal service, the "Post Boxers" had offered a gift service in books. They were pioneers in using decorative wrappings on books sent as gifts. Says a Post Box catalog enclosure slip: "Send us a list of your friends with the books you want to give—or hints of what they like—and we do the rest. You have the fun of giving and none of the drudgery." This brought in a regular clientele of Christmas buyers, who liked to send attractive packages, but had no

time to attend to it themselves. For instance, every year before Christmas a list is sent to one young man, giving him the names of those to whom he sent gifts the year previous, with the titles sent. He makes additions and subtractions, suggests the particular volume of poetry that is his favorite at the moment, and leaves the choice of the children's books to the Service, merely warning that the children are now a year older.

"It's a very personal matter to choose books for people," says Miss Walter. "Many customers order a book a week or two books a month and leave the choice to us. Here's one new customer who wants two books a month—entertaining fiction, 'not too racy.' That's not a very definite order, so we must feel our way, get acquainted with his taste. When we have a general order like that, we vary the diet until we know more definitely what is wanted."

One man has been receiving a book a week from the Post Box since 1924. And another gentleman has been getting three mysteries a week since 1926. Originally this last order was for two mysteries a week and was given to the gentleman in question by his wife who was starting off on a round-the-world trip. She had only been gone a month or so when he raised the number to three. The books are sent to him wherever he happens to be. They have followed him to Honolulu, Paris, Japan. There's a touch of human interest in the case of the man in Tahiti to whom the Post Box sent books for a while. A couple of years later he turned up in the bookshop as a publishers' salesman. A special sort of customer is the Governor of a Western State who is a desert fan and wants every book about deserts and desert adventures, or those telling of out-of-the-way places in the world.

By 1925, when the Post Box entered upon its second stage, in an office, its mailing list contained 3000 names, obtained through customer recommendation and response to advertising. Every order was, and still is, acknowledged as soon as received, either by card or letter. From the very first, everything possible was done to foster the personal relation between the Service and its customers; letters to new prospects invited the recipient to "tell all,"

to write his book troubles to a sympathetic book adviser. In fact, in several instances, lonely Americans exiled in far-away spots, seemed to enjoy the correspondence as much as they did the books and information obtained therefrom. Miss Walter and Miss Russell became hard-working out-of-print hunters, for they had rapidly discovered that nothing could endear them more readily to a prospective customer than to find for him what he had been trying to get hold of for years, though the process often meant for them a long and detailed search. A profitable greeting card business had been started by sending out, at the Christmas season, attractive one-fold Christmas greetings, announcing the cards, wrappers, stickers, tags and ribbons, with which the Post Box was ready to supply its customers.

In 1926 the business was incorporated, and J. L. Tillinghast became a third partner, taking active participation in the business in place of Miss Russell. By 1928 the partners were convinced that they had reached the maximum point of expansion if they were to maintain the personal individualized service. They were operating at a minimum of overhead, for they did not require a large amount of space, and their proximity to a majority of publishers made prompt service possible without the necessity and risk of carrying stock. However, the cost and effort per sale was so much that the partners sought to find a way of supplementing the service with a large number of quick sales requiring no research or the clerical effort of correspondence. After consideration they decided that the best means to accomplish this was to open a shop. By this time they had built up a considerable and loyal New York clientele. In March, 1928, therefore, the Service opened the Post Box Bookshop on East 48th Street, with a carefully chosen general stock and a circulating library. While the mail order service was continued here, the emphasis gradually changed and the shop is now well established and known as one of the charming small bookshops in the smart East Side shopping district. Transient trade from near-by hotels has increased business in the shop and in the mail order department.

Now, as a bookshop, the Post Box has gradually decreased its magazine advertis-

USE OUR SUMMER SERVICE

1. Regular deliveries of the newest books or those of special interest to you.
2. Any book sent anywhere at any time promptly.
3. Picture puzzles sold and exchanged by mail.
4. And many other individual services.



THE POST BOX BOOKSHOP
29 East 48th Street New York, N. Y.



Free deliveries
anywhere in the
United States

A business reply card used this summer

ing. A tie-up with a magazine running a shopping service is their only regular connection of this kind. Also, the long, quarterly "Post Box Book Notes" which were a feature of earlier years are no longer issued. Brief, illustrated business reply cards, such as the one here reproduced, are sometimes used. *The Book Review* and one of the cooperative imprinted seasonal catalogs are part of the monthly information service to customers.

The addresses on the Post Box's mailing list are fascinating. There is South Africa, Rhodesia, Singapore, Peiping, Australia, Japan, Buenos Aires, Mexico, Canal Zone, besides many European countries, Canada, and practically every state in the Union. The bookshop is now furnishing a library for a refugees' school in Saloniki, Greece, and keeps the president of an English college informed about the new trends in American literature. Another example of the Post Box Bookshop's ability to reach out to practically untouched book markets is the number of orders received each Christmas time from people abroad who want books sent as gifts to friends in America.

Undoubtedly the success of the Post Box Bookshop's shopping service derives from its well-sustained personal note, which has been maintained in the shop. Its patrons are always made to feel that they are getting interested, intelligent attention. People are always looking for personal service. As the *New York Evening Sun* said in a story on the service a few years ago, "It is the personal element which adds to the success of any new enterprise, and when in addition to service there is a saving of time or cost or labor offered, the public is sure to be interested."

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Curtailed Library Purchases

IT is rumored that in some cities those in charge of spending public monies are reducing the budgets of public libraries approximately twenty-five per cent, on the ground that the prices of staple commodities are down about that much and that the libraries therefore must be able to purchase as many good books on the reduced budget as they could before. If this rumor is true there are several good reasons why it is not likely to produce the desired result.

Labor is a very large part in the cost of making books and, so far, we have seen no indication that the printing trades are contemplating any reduction in wage scales—indeed, it is said this autumn there is to be a vigorous attempt to raise the labor rate. In some cases printers are lowering prices on large competitive orders, to keep their men employed, but the regular rates have not been reduced. If libraries are to attempt to force down prices by curtailing buying they cannot have any marked effect, as their purchases are not a large enough part of the whole to exercise the necessary weight, though added to the already shrunken sales, it would be felt. The re-

sult will be much more likely to increase the price of books rather than to lower it, as smaller editions mean higher costs.

Anyone conversant with the production of books knows that as the size of an edition goes down the cost per copy goes up. A publisher has supplied us with what he says are arbitrary figures, we may assume that the fixed expenses of a book—typesetting, electrotyping, corrections, jacket design and blocks, and printer's stamps—represents a thousand dollars. If 5,000 copies are made the cost per copy is 20c.; 2,500 copies, 40c.; if only 1,000 copies, 50c. The cost of printing, paper, and binding an edition of 3,500 copies is say 30c. If, however, only 2,000 are made the cost per thousand may run up to 37c.; and if only 1,000 copies are made the cost would advance to nearer 45c. When the amount of paper used is less than a ton the paper costs more per pound; and while for a reasonable size run the printer can print on a double-size sheet, on a short run he must print on a smaller press on half-size paper, which means double the impressions—thus it may actually cost more in dollars to print 1,250 copies than to print 2,500. The paper cost is nearly in proportion to the quantity printed. Likewise with binding—no intelligent binder will bind 250 copies at the same price per copy as for 2,000.

It is well known that in recent months publishers have been obliged by circumstances to print smaller editions and thus to incur a substantial increase in cost without being able to increase the selling price of their books. Their rent remains the same and their other overhead has actually increased per unit, in spite of drastic reductions made in many items of overhead expense.

Unless and until a general decrease is made throughout the country in wages, salaries, and rents, accompanied by an increased buying of books, there can be no lower prices for books, and any change that is made must be upward. Reduction of printing rates alone, if buying remains lower, will not lower prices. Increased buying at the present rates, unless it exceeds the quantities of two years or more ago, will not lower prices, as costs are already too high.

Not So Pious

THE letter of Cedric Crowell's to the *Publishers' Weekly* on the need of a clean-up in the fiction field brought forth from the New York *Herald-Tribune* the comment that this letter was "a pious encyclical" that would lead booksellers to refuse to sell books which might later become classics, books like Shaw's "Getting Married," Sherwood Anderson's "Winesburg, Ohio" or George Moore's "Confessions of a Young Man."

It seems to us that this sarcasm of the *Herald-Tribune* is somewhat misguided or that they did not read carefully Mr. Crowell's letter, which laid its emphasis on the need of cutting down the output and display of books "the primary appeal of which is salacious." We doubt very much whether the *Herald-Tribune* would thus classify the books which they mentioned or that they really believe the book-trade as a whole cannot draw a rough line between the book of power and the book of intentional dirt. No one will say it is an easy line to draw, and Mr. Crowell would be the first to admit the difficulty, but he seems to be right in believing that the trade has been putting too heavy an emphasis on books intended to be salacious, and this type of emphasis is neither creditable to the booktrade nor sagacious as business building.

Dollars and Scents

MANY manufacturers, including even manufacturers of books, must have had their attention caught by the current discussion of the place of fragrance in sales production. In the August *World's Work* Gove Hambridge analyzes this development with some suggestions as to how large a part scents are beginning to play in the making of dollars. A score of different industries, he points out, have taken up the fragrant way of making a new appeal to their public.

One earlier example of the method is quite familiar to the booktrade. Many customers used to enjoy picking up a book bound in fine old Russian leather, which has as its characteristic odor the birch bark used in the tanning process. People recognized the odor and liked it, and now the

odor has to be added to leather of this type, or sales are lost.

Already, Mr. Hambridge points out, some printing inks are being perfumed, which immediately suggests that perhaps these may already be in use in book promotion without our knowing it. Possibly we are judging some of today's books favorably because they make a pleasant impression on our nostrils as we first open them. It used to be said that the booklover liked nothing better than to take his paper knife and open some new book and thus get the fresh fragrance of paper. It may be, however, that we have been mistaken about this appeal of paper fragrance and that a detailed study of paper appeal made by some indefatigable advertising agency might prove that the natural odor of paper could be made much more seductive by a few additions to its composition from coal-tar by-products.

When the investigators take the subject thoroughly in hand and get beyond the question of mere fragrance to the question of subtle indication of a book's character, then we may expect refinements, indeed. A table of classification from the article in *World's Work* gives in numerical order the relative popularity of about fifty well-known odors subdivided as to their popularity with men and women. To men the first five most attractive odors are pine, lilac, rose, violet and coffee; to women rose, lily of the valley, lilac, pine and balsam, coffee being in sixth place. Men like the odor of chocolate better than do women. Women like pineapple better than do men. Men like the odor of alcohol better than do women, but men do not like it as well as they like the odor of honey, or witch hazel or menthol, surprising as it may seem. As to the most unpopular odors, there seems to be an extraordinary unanimity of opinion. The odor of perspiration is the most unpopular to both men and women, garlic next and lard next, so that book makers may agree on leaving those out of consideration. Perhaps library books should be sprayed to offset any chance of these.

The United States Government has developed a synthetic compound called "Geraniol," which has a rose odor, a little of which will attract Japanese beetles from a mile away. This ought to be helpful.

Sales Notes

ON Sunday, August 16th, booksellers will find on the back cover of the *New York Times Book Review* the third cooperative advertisement of books that has appeared there in three months. These pages, well designed, presenting large photographs of the books, and bearing the slogan "Buy these Books Now at Your Local Book Store," have shown better than ever before the unusual possibilities of cooperative book advertising, in which the whole effect is directed toward sending the reader into the bookstore for one or more of the books. From William H. Wells of Chas. H. Denhard & Co., we learn that with the appearance of the first of these advertisements the *New York Times* sent the following letter to bookstores.

"Note the line 'Buy These Books Now at Your Local Book Store' which appears prominently on the back page of the *New York Times Book Review* of Sunday, June 28.

"It has been suggested that booksellers could increase their business by displaying

regularly and conspicuously in their stores publishers' announcements which have appeared in the *Times Book Review*.

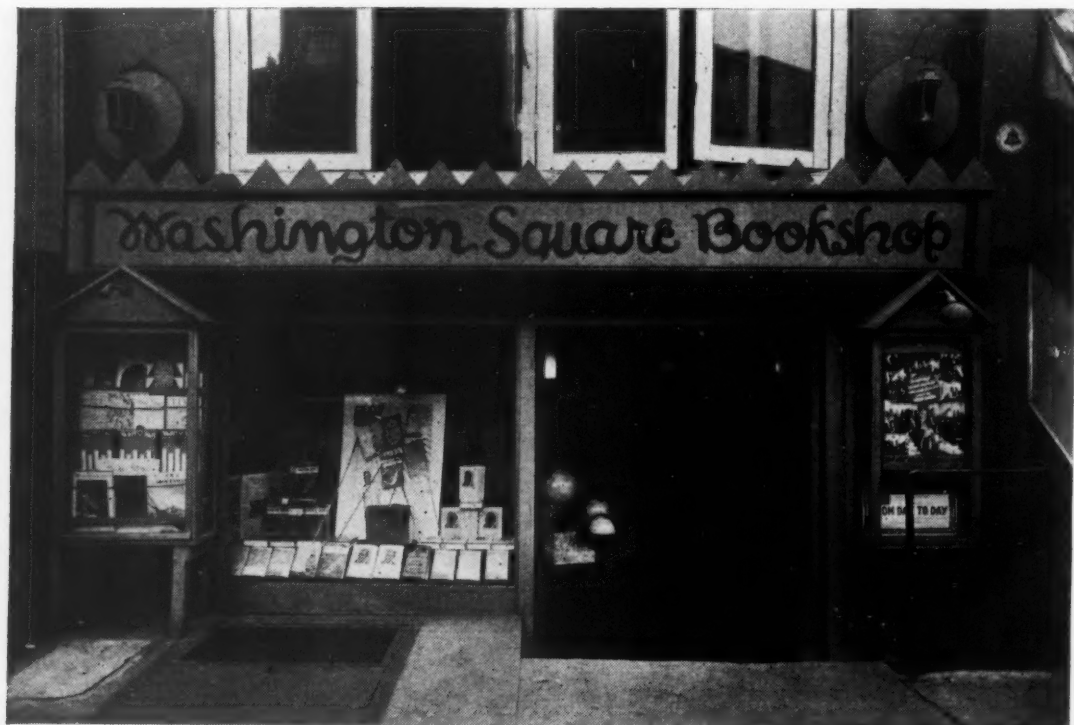
"We believe that if you were to make the experiment of using this page as a poster, or feature it in a special window display of the books advertised, you would find sales stimulated."

The Washington Square Bookshop responded by placing in their window a 4 foot high enlargement of the page which, with copies of the books, made a very effective selling window display.

From C. G. Grauer of the Otto Ulbrich Company which operates three stores in Buffalo, the *Times* received the following letter:

"I am delighted with the publicity you are giving to the notice that books advertised may be had at local bookstores. This bold announcement in the center of the page is the most striking instance of honest cooperation with bookstores that I have seen in all my experience as a bookseller.

"I commend you and the cooperating publishers for the attitude you have taken



An enlargement of one of the New York Times Book Review cooperative ad pages is used in window display by a New York shop



The Times Book Review cooperative page for August 16—one of the most striking for display purposes

and I am sure every honest, fair-minded aggressive and progressive bookseller in the country feels much as I do. I hope you may continue the good work you have so gloriously begun."

It is a well-known fact that the *back cover* of the *Times Book Review*, because of its position, comes under the eyes of many people who are not readers of the *Review* itself. The appearance of these same pages in bookshop windows is one of the best ways of catching the attention of these people and creating new customers.



One New York shop with a large rental library finds that it's a good idea to make a few trusted library readers feel responsible to the shop and pass on careful opinions as to a book's worth. When new books come in which the shop manager can't find the time to read, they are foisted off on the flattered borrowers who take it all very seriously and usually are pretty apt in their comments. This works particularly well with mystery stories.

Probably the most colorful book promotion scheme we've run across these summer months comes out of old Japan where the cherry trees bloom and the little geisha girls go trip-tripping, etc. Anyhow, Sanseido Co. Ltd., big-time publishers and booksellers in Tokyo, have hit upon the idea of advertising best sellers with balloons. The titles of the books are painted in huge letters across huge balloons which are tied to the roof of the Sanseido shop. These wave mildly in the breeze and are plainly visible to down-town Tokyo. This might be a good idea for any city which hasn't got an Empire State Building.



Doubleday's Philadelphia shop, in the new suburban station has prepared two exceedingly cool looking green posters for the two windows flanking the main entrance. One depicts a very comfortable looking young lady reclining (with a book) under a beach umbrella, while the other gives a pastoral scene in which a young couple beneath a tree (also with books) appear to be enjoying their vacation. Each poster is headed Summer Reading and each carries a list of four or five books suggested by the shop. "The Sixth Journey," "Truth About Lovers" and "Red Pepper Returns" seem to be the books that go best on such a list.



William Harris writes that the Harvard "Coop" Bookshop (Cambridge, Mass.) by building the sale of bargain items into a real feature, makes the latter not only pay for itself but serve a twofold purpose. Restricted usually to the single counter reserved for text-books, the display never occupies more than an exceedingly small percentage of the total shelf-space. Value rather than price can therefore be stressed. But still more important, the text-book counter which is only in heavy demand at the beginning of each new term, is converted into an integral and profitable part of the regular bookshop. The use of different price levels, Mr. Moriarty has discovered, greatly increased the interest of customers. The price range plus the fact of not more than two or three dozen books being displayed at any one time features the value of each item in the mind of the customer.

Little Change in July Best Sellers

THERE was no outstanding leader of the Best Seller List for July, compiled by *Books of the Month*, either in fiction or non-fiction, there being only a few points difference between the books at the top of the lists and the first three or four following them.

"The Good Earth" came out first in fiction. At second place was "The Sixth Journey" by Alice Grant Rosman, which was published too late in June to achieve a place among the first ten of that month's list. "Father" was again third. Another late June book which reached a place on the July list was "Red Pepper Returns" by Grace S. Richmond. "Ships of Youth" is still on its upward way, as is "The Windmill on the Dune." The third newcomer during the past month was "Dwarf's Blood" by Edith Olivier.

Other new contestants for places among the first ten were "Hatter's Castle" by A. J. Cronin, "Simple Peter Cradd" by E. Phillips Oppenheim, "The Shortest Night" by G. B. Stern and "The Chance of a Lifetime" by Grace Livingston Hill.

The biggest change in non-fiction was the jump of "Culbertson's Summary" from ninth to second place. Two books mentioned last month as probable best sellers took eighth and tenth places on the list, "Death and Taxes" by Dorothy Parker and "The American Black Chamber" by Herbert O. Yardley. New non-fiction best-seller possibilities of the past month were "Living Philosophies," "Washington Merry-Go-Round," "Larry, Thoughts of Youth," which has been a steady seller for some time though it has just reached the best seller class, "Better Left Unsaid" by Princess Daisy of Pless, and "Portraits in Miniature" by Lytton Strachey.

FICTION

- Buck. "The Good Earth." *John Day*, \$2.50.
 Rosman. "The Sixth Journey." *Minton, B.*, \$2.
 Elizabeth. "Father." *Doubleday, Doran*, \$2.50.

- Richmond. "Red Pepper Returns." *Doubleday, Doran*, \$2.
 Diver. "Ships of Youth." *Houghton Mifflin*, \$2.50.
 Barnes. "Years of Grace." *Houghton Mifflin*, \$2.50.
 Remarque. "The Road Back." *Little, Brown*, \$2.50.
 Waller. "The Windmill on the Dune." *Little, Brown*, \$2.50.
 Olivier. "Dwarf's Blood." *Viking Press*, \$2.50.
 Deeping. "The Bridge of Desire." *McBride*, \$2.

NON-FICTION

- Marie. "Education of a Princess." *Viking Press*, \$3.50.
 "Culbertson's Summary." *Bridge World*, \$1.
 Abingdon. "Boners." *Viking Press*, \$1.
 Duguid. "Green Hell." *Century*, \$4.
 Ilin. "New Russia's Primer." *Houghton, Mifflin*, \$1.75.
 Hindus. "Red Bread." *Cape & Smith*, \$3.50.
 Millay. "Fatal Interview." *Harper*, \$2.
 Parker. "Death and Taxes." *Viking Press*, \$1.75.
 Munthe. "The Story of San Michele." *Dutton*, \$3.75.
 Yardley. "The American Black Chamber." *Bobbs-Merrill*, \$3.50.

JUVENILES

- Coatsworth. "The Cat Who Went to Heaven." *Macmillan*, \$2.
 Thompson. "Pirates in Oz." *Reilly & Lee*, \$1.75.
 "The Adventures of Mickey Mouse." *McKay*, 50c.
 Twain. "Tom Sawyer." *Grosset & Dunlap*, 75c.
 James. "Sun-up." *Scribner*, \$2.50.
 Siple. "A Boy Scout with Byrd." *Putnam*, \$1.75.
 Field. "Hitty." *Macmillan*, \$2.50.
 Twain. "Tom Sawyer." *Harper*, \$1.
 Bryan. "Johnny Penguin." *Doubleday, Doran*, \$1.
 Clarke. "Sky Caravan." *Reilly & Lee*, \$1.50.

Customers' Choice

THE GAY-HAGEN BOOKSHOP in Buffalo, New York, is also finding the two Washington books, "Mirrors of 1932" and "Washington Merry-Go-Round," good summer sellers. When the Brewer & Warren salesman came in to take an advance order for "Mirrors of 1932" it was a terribly hot day, and he had nothing to show the shop's Mr. Gay-Tifft but some samples of the cartoon illustrations. Mr. Gay-Tifft understood that he was buying a book of cartoons and languidly ordered five copies. A day or two later, one of the leading local politicians called up and ordered a copy. Two or three other calls followed, and the surprised bookseller wondered why all the politicians of Buffalo were buying a book of cartoons. Another local statesman asked for "Washington Merry-Go-Round" and it was another half day before the shop realized there were two books on Washington politics. Now both are selling very nicely.



A man came into this same shop a few days ago and asked for something on child education. A search of the shelves suggested nothing very exciting, so on the spur of the moment, the bookseller began enthusiastically talking about "Noguchi." The customer bought a copy and went away apparently well satisfied. The clerks have all now been told no matter what subject anyone asks for, "Noguchi" will fill the bill, and it is surprising they say, how often it does. The shop expects to sell 500 of "Noguchi" by the first of the year.



One Philadelphia shop has a rental library customer who is somewhat of a trial. On one particular occasion she swept in demanding "something light." Several samples of current romances were refused. Finally the harrassed clerk in desperation produced "Silver Wings" by Grace Livingstone Hill. "No," said the customer, "I'm afraid that would be too serious. I simply can't read heavy books in the summertime!" So they gave her "Noguchi."



Robert Reynolds, author of "Brothers in the West," Harper Prize Novel

We visited the children's department of Ulbrich's in Buffalo, chiefly to see how "The Cat Who Went to Heaven" was selling, as Elizabeth Coatsworth is a Buffalonian. The book had the place of honor; copies were grouped about a poster announcing the award of the Newbery Medal. We asked the youthful clerk how the book was selling. "Well," she said doubtfully, "most mothers think it's too old for their children."



The Bishop's Bookshop in Berkeley, California, puts Chase's "Mexico" and Beal's "Mexican Maze" on the Art Shelf. Bishop says they go even better here than in the Travel section. Diego Rivera, illustrator of these two books, is at present across the bay in San Francisco, painting some important murals.



We were mildly surprised to learn in one Madison Avenue shop that here people take away only the light summer reading titles. They won't go in "for biography such as 'Washington Merry-Go-Round.'"

Alice Blanchard's *The Everyday Bookshop* in Burlington, Vermont, is excited about "Thursday April." "It's exceptionally good," says Miss Blanchard, "and we shall have fine sales on it through the fall."



Somebody, maybe it was Lady Eleanor Smith, has started a Let's-Have-A-Circus movement among publishers. For fall and right away we have "Circus Nights and Circus Days," A. H. Kober (*Morrow*); "Circus: Men, Beasts and Joys of the Road," Paul Eipper (*Viking*); "Stardust," D. L. Murray (*Little, Brown*); "Circus! A Girl's Own Story of Life Under the Big Top," Betty Boyd Bell (*Brewer, Warren and Putnam*); "Circus Days," C. R. Cooper (*Farrar & Rinehart*); "The Silver Trapeze," Robert Starkey (*Duffield & Green*); "Amelaranne at the Circus," Margaret Gilmour (*McKay*) and a new edition of Isaac Marcossou's "Autobiography of a Clown," from *Dodd, Mead*.

On publication day Alfred Knopf says that "Shadows on the Rock" totalled 56,000 copies. The following Monday, reorders for 6,000 copies came in the mail.



"White Bird Flying" is the fiction best seller at Hampels Book Shop in Milwaukee, followed by "All Alongshore." Hampels' most abundant sale, however, is in non-fiction.



The Lenox Hill Bookshop has found Rockwell Kent's "A Birthday Book" (*Random House*, \$7.50) to be the best special-occasion book they've yet had.



Tom Neal in the Hollywood Book Store whispers in our ear that the Chinese story is in for good at the movie studios right now. One reader tells him that she is considering eight Oriental novels this week. It's good-bye to gangster films and hello! Old Buddha and Good Earth or what have you.

In and Out of the Corner Office

WE find that one of the editors of *Foylibra*, the house organ of Foyle's bookstore in London, has recently visited America and we regret to learn from the report that he prints that it was a most unsatisfactory holiday. He calls America "the land of opportunity and promise, where opportunities are lost and promises broken." He found New York City "swirling eddies of dust." He saw "policemen lounging with their helmets on the backs of their heads and chewing gum." "Politeness," he reports, "seemingly is an unknown quantity." "American shop assistants have just one line of talk. A customer's judgment is considered infallible, and the salesman is generally too bored to criticize." "Nor does the bookshop assistant impress one as having any knowledge of general literature, first editions, etc. However, the most striking feature was the smaller bookstores which employed under ten assistants, who for the most part worked in shirt sleeves." This, the visiting editor suspected, was to give the impression to the foreign visitor that they were working under American high pressure. "I

visited many bookstores," he continued, "but I can honestly say that I did not see one which could be considered a serious rival either in size or organization to Foyle's. . . . I must not forget to mention that wherever I displayed the card of W. & G. Foyle our American friends gave me a hearty welcome and did not hesitate to give advice." ✿ ✿ ✿

William Morrow, Chairman of the Joint Board, says that the name of the Modern Library should have been included with the list of reprint houses which expressed agreement with the Board's statements on reprints, given in the *Publishers' Weekly*, August 1st. The Modern Library, in fact, has long been following the policies recommended by the Board, both as to the length of the pre-reprint period and advertising policies. ✿ ✿ ✿

Charles Cullum Parker, dean of the booksellers of Southern California, is in New York for his first visit in twenty years. Mr. Parker has always contended that you did not have to visit New York to feel in touch with publishing. His present visit is connected with the mar-

riage of his son Albert Parker to Miss Rosemary Harden, daughter of Mr. and Mrs. Edward Walker Harden of 1120 Fifth Ave. The groom has not turned to books for his career but has made a distinguished name for himself in Los Angeles law practice. C. C. Parkers' store has been famous in the East as well as the West and he will for a time be New York's welcome guest. ❀ ❀ ❀

G. Fred Hawkins, Jr. is no longer connected with The Macmillan Company. On August 10th, Mr. Hawkins became a member of the editorial staff of The Crowell Publishing Company. ❀ ❀ ❀

James V. Malloy, the popular representative of the Cosmopolitan Book Corporation, has entered the Massachusetts Eye and Ear Infirmary in Boston to have a troublesome tonsil removed before starting for the Pacific Coast. ❀ ❀ ❀



G. W. Littlejohn, sales manager of Rand McNally, witnesses the signing of the contract for Post and Gatty's "Round-the-World in Eight Days"

Book From Post and Gatty

WILEY POST and Harold Gatty are under contract with Rand McNally to write a book revealing the inside details of their history-making flight. The title of the book, harking back to Jules Verne, is to be "Round-the-World in Eight Days" and will be on dealers' bookshelves the latter part of August. The book will be written in the first person,

and in simple, direct newspaper style. In preparing the manuscript, Post and Gatty are employing the novel method of "turn about," first one and then the other writing a chapter. By doing this, they claim they will be able to avoid the possibility of omitting any interesting facts. The book will be divided into three parts. Part one deals with the preparations for the flight; part two with the actual details, such as experiences in the plane during the time the flyers were in the air, the conditions encountered, the airports visited, and what was observed from the air. Part three, the shortest of the three parts, deals with the autobiography of the two men. One of the interesting facts which the book reveals for the first time is that Gatty was chosen by Col. Lindbergh to teach Mrs. Lindbergh navigation.

Notice of Publication Dates

HOW to secure stricter observance of publication dates is one of the problems the Joint Board of Publishers and Booksellers has been discussing. The booksellers claim that publishers do not invariably give them ample notice of dates. The Board recommends that all publishers adopt uniform notification on invoices and shipping memoranda:

1. The date of publication to be typed after the title, on all invoices of books shipped in advance, and the invoices to be stamped conspicuously in red ink with this notice: "Important. There are new books on this invoice. Do not offer for sale before dates specified."
2. A packing slip approximately 8 by 5 inches in size, to be enclosed in each shipment in which there are books for future publication. On this slip in large type: "Important. There are new books in this shipment. Please check against invoice and do not place on sale before dates of publication."

A number of publishers are now using these forms. The Board points out that uniform notice on all invoices and packages will help to bring the importance of observing dates forcefully before all dealers. They recommend that the privilege of advance shipment be withdrawn from booksellers who repeatedly break dates.

Morrow Mysteries



WILLIAM MORROW AND COMPANY will inaugurate a new mystery series on September 3rd, with the publication of Vernon Loder's "Death of an Editor." The publisher says, "A *Morrow Mystery* is, briefly, a book worth reading if you enjoy detective stories. The plan of labeling every Morrow detective story *A Morrow Mystery* is three years old. The publishers delayed putting the idea into practice until they could find a sufficient number of good mysteries to make such a label significant. A minimum of six *Morrow Mysteries* a year is based on the fact that the number of mystery experts on the Morrow list is sufficient to guarantee six good stories. The maximum of twelve is fixed so as not to have more than one mystery in any month. Among the *Morrow Mystery* authors are R. A. J. Walling, G. D. H. and Margaret Cole, Charles G. Booth, Christopher Reeve and Arthur Proctor.

Communication

RETURNING DEFECTIVE BOOKS

Ayres Book shop,
Boise, Idaho.

Editor, *Publishers' Weekly*:

It would be ideal if booksellers were allowed to return merely the backstrips on defective books. The average bookseller is honest, and would never dream of replacing his shelfworn stock with new copies by ripping off a bunch of backstrips and exchanging them for new books, but unfortunately, there are probably just enough black sheep in the profession to make it extremely hazardous for the publishers. They have troubles enough as it is, without asking for more.

In these parlous times, when about one book in every ten is misbound, or has some other defect, booksellers are increasing the dividends of the express companies by returning the defectives for replacement. Nor, if they expect to remain in business, can they afford to lose from one to two weeks in writing the publisher for permission to return such volumes. As for pre-

paying carriage charges, I would suggest that the first bookseller to do so have his portrait included in the next edition of Webster's "Timid Soul," as the flesh and blood original of Casper Milquetoast.

One book, recently published at Garden City, has two pages—180-181—transposed. An error like this undoubtedly ran through a large edition before it was discovered, and I suspect that mail, express and freight are being run ragged by the return of these defective books. It is aggravating to the publisher, of course, but should the bookseller be penalized for an error for which he is blameless. He has enough grief paying for his own mistakes, without taking on those of the publisher, printer, binder and the rest of the craft.

ERNEST F. AYERS.

Book Club Selections

BOOK-OF-THE-MONTH CLUB

September—"Susan Spray" by Sheila Kaye-Smith. *Harper*. "S. S. San Pedro" by James Gould Cozzens. *Harcourt*.

LITERARY GUILD

September—"John Henry" by Roark Bradford. *Harper*.

THE BOOK LEAGUE OF AMERICA

September—"Albert Grope" by F. O. Mann. *Harcourt, Brace*.

THE FREETHOUGHT BOOK CLUB

September—"The Life of the Devil" by Louis Coulange. *Knopf*.

THE SCIENTIFIC BOOK CLUB

August—"Television; Its Methods and Uses" by Felix. *McGraw-Hill*.

THE RELIGIOUS BOOK CLUB

August—"The Religion of Jesus and Love the Law of Life" by Toyohiko Kagawa. *Winston*.

Business Notes

BATON ROUGE, LA.—J. E. Adams now manager of the Louisiana State University Book Store. Former manager C. H. Stumberg.

BOSTON, MASS.—Marston's Bookshop & Coffee House. Name and address changed to Mercury Bookshop, Bourne-dale, Mass.

Old and Rare Books

A Monthly Department

Romantic Stories of Books

SECOND SERIES

John T. Winterich

XXIV

Little Women

NOT quite a month after the Jacksonian democracy had been handsomely vindicated at the polls by the re-election of its supreme exponent to the Presidency of the United States, Colonel Joseph May of Boston had a letter from his son-in-law, who was teaching school at Germantown, Pennsylvania. Two and a half years earlier the colonel's daughter Abigail had married Amos Bronson Alcott, who had laid at her feet a fine old New England ancestry and precious little else. Abigail could advance a claim or two herself in this regard, so that the colonel was at least able to console himself with the certainty that any offspring resulting from the union could assert a satisfactory pedigree even though they might be born with wooden spoons in their mouths.

Thus, perhaps, his thoughts ran as he scanned the letter from Germantown. It was dated November 29, 1832—Alcott's thirty-third birthday—and it announced the arrival, "at half-past 12 this morning," of a second daughter, "a very fine healthful child" whom Mrs. Alcott "inclines to call...*Louisa May*—a name to her full of every association connected with amiable benevolence and exalted worth. I hope *its present possessor* may rise to equal attainment, and deserve a place in the estimation of society."

If the colonel looked upon this sentiment as a piece of sheer impudence (there is no reason in the world to suppose that he did), then destiny has properly rebuked him. For the colonel's supreme claim to fame is the fact that he was the grandfather of Louisa May Alcott, and that her name enshrines his own—something that probably not one reader of her books in a thousand ever appreciates. What a pity the colonel could not have been a Robinson or an Appleton or a Satterthwaite—or a Mays!

That Providence which watches over the pure in heart ruled the long years of Amos Bronson Alcott and brought down his grey hairs at the last in triumph to the grave. He was a philosopher in every sense of the word, including that popular sense which defines a man who never has a cent in his pockets and yet contrives to be happy and to impart that happiness to most of those about him, particularly his own family.

In his own day his educational theories were regarded (depending on the regarnder) as peculiar, advanced, odd, impracticable, epoch-making, nonsensical, or outrageous. In 1837, after he had been back in Boston three years and was conducting a school in the Masonic Temple, he issued the second volume of "Conversations With Children on the Gospels," the



From "*Louisa May Alcott: Her Life, Letters and Journals*" by Ednah D. Cheney

first volume of which had appeared the preceding year under the editorship of Elizabeth Peabody, whose sister Sophia was soon to become Mrs. Nathaniel Hawthorne. In the second volume was published this radically frank utterance: "A mother suffers when she has a child. When she is going to have a child, she gives up her body to God, and he works upon it in a mysterious way, and with her aid, brings forth the Child's Spirit in a little Body of its own." This tenderly phrased essay in sex education was too much for that Boston which had not yet had an opportunity to voice its disapproval of "The Easiest Way" and "A Farewell to Arms." Nor need Boston bear the obloquy alone. Across the Charles a Harvard professor divided the second volume of the "Conversations," like all Gaul, into three parts, of which one third was "absurd, one-third blasphemous and one-third obscene." Alcott's school went out of business, at severe financial hardship to himself, but it was a great victory for folks who knew all there was to know about everything. The next year found him at Concord, tenantry a cottage whose rental was fifty dollars a year.

Almost all of Louisa's schooling was from the lips of her father or his disciples, and she herself would become the finest exemplar of the efficacy of his training.

Not that other and more recent advocates are lacking—it is only four years since the appearance of Honoré Willsie Morrow's "The Father of Little Women," a tribute that defends Alcott passionately at the expense of the New England that reared him and damned him. In her diaries, extensive quotations from which are to be found in Ednah D. Cheney's "*Louisa May Alcott: Her Life, Letters and Journals*," first published in 1889 and still in print, there are striking little pictures of the early days. The girls (eventually there were four of them) offer an interesting parallel with the Brontës—a parallel which little Louisa could in some measure appreciate: "Read Charlotte Brontë's life. A very interesting, but sad one. So full of talent; and after working long, just as success, love, and happiness come, she dies. Wonder if I shall ever be famous for people to care to read my story and struggles. I can't be a C.B., but I may do a little something yet."

At all events the Alcott sisters threw more lustily than the doomed trio of Haworth—a tribute, perhaps, to the ultra-strict vegetarian regimen prescribed by the philosopher. A daguerreotype showing Louisa in her twenties exhibits her as a robust creature who has fully lived up to the early parental judgment that she was "a very fine healthful child."

The little Alcotts manifested at least one trait that had characterized the little Brontës. They wrote for their own amusement—verses, stories, tiny romances, plays. By the time she was sixteen Louisa had composed the stories that would appear in 1855 as "Flower Fables"—her first book. Although the profits to her were only thirty-two dollars, the publication of "Flower Fables" brought her a little periodical work, and by 1860 she was gracing the pages of the infant *Atlantic Monthly*.

Late in 1862, by which time the North found serious complications in the way of its avowed intent to hang Jeff Davis to a sour apple tree, Louisa went to Georgetown to become a nurse in a Federal hospital. She was there six weeks, emerging a convalescent from typhoid fever, and the physical and emotional crisis of the experience was so great that she was quite as much a war casualty as many a tattered wreck of manhood to whom she ministered.

Since her first duty on arising was to "run through my ward and throw up the windows" it is perhaps remarkable that the general distress was not more acute. "No competent head, male or female, to right matters," she wrote, "and a jumble of good, bad, and indifferent nurses, surgeons, and attendants, to complicate the chaos still more." In those days a Yankee soldier's troubles were only beginning when a Rebel ball felled him.

She had gone to Georgetown, she wrote, "as if I was the son of the house going to war." "As a child," writes Gamaliel Bradford, "she had more of the boy than of the girl about her, did not care for frills or flounces, did not care for dances or teas, liked fresh air and fresh thoughts and hearty quarrels and forgetful reconciliations." More and more she became the man of the house, insofar, certainly, as she was its principal breadwinner. In January of 1864, she noted in her journal: "On looking over my accounts, I find I have earned by my *writing* alone nearly six hundred dollars since last January, and spent less than a hundred for myself." "Hospital Sketches" had appeared—vivid first-hand accounts of her Georgetown experiences based on her letters home. She noted "a request from Redpath to be allowed to print the sketches in a book. Roberts Bros. also asked, but I preferred the Redpath." In 1864 appeared "Moods," her first novel, cut down to single-volume length at Redpath's request—Louisa Alcott was always that publisher's ideal of an author: one who is amenable to suggestions. The following year she took advantage of an offer to go to Europe as companion to an aged invalid, placed "Moods" with Routledge in London, and in July of 1866 was home again and "soon fell to work on some stories." She was now in consistent demand, and in the fall of 1867 was asked to become editor of *Merry's Museum* and accepted. The salary was five hundred dollars a year, for which she must "read manuscript, write one story each month and an editorial."

Roberts Bros., meanwhile, were not particularly put out by Louisa's choice of Redpath for the publisher of "Hospital Sketches." In the same month which saw the offer of the editorship of *Merry's Museum* they suggested a girls' book to her,

LITTLE WOMEN

OR,

MEG, JO, BETH AND AMY

BY LOUISA M. ALCOTT

ILLUSTRATED BY MAY ALCOTT

BOSTON
ROBERTS BROTHERS
1868

Title-page of first edition

and nine months later, at about the time they were bringing out Bronson Alcott's "Tablets," they repeated the suggestions through him as intermediary. In May, 1868, at about the time that President Andrew Johnson was being acquitted, the diary records: "Father saw Mr. Niles of Roberts Bros. about a fairy book. Mr. N. Wants a *girls' story*, and I begin 'Little Women.' Marmee [Mrs. Alcott], Anna and May all approve my plan. So I plod away, though I don't enjoy this sort of thing. Never liked girls or knew many, except my sisters; but our queer plays and experiences may prove interesting, though I doubt it."

If this were the sole evidence of the autobiographical content of "Little Women" it would be sufficient, but there is much more, as will be shown.

Once committed to the task, she prosecuted it with exemplary speed. On July 15th she wrote: "Have finished 'Little Women' and sent it off—402 pages." The following month Roberts Bros. "made an offer for the story"—unfortunately she does not disclose the figure—"but at the same time advised me to keep the copyright; so I shall." Unless the offer were positively fantastic, it was one of the wisest literary decisions ever made. Commenting on this very passage herself seventeen years later, Louisa Alcott wrote: "An honest publisher and a lucky author, for the copyright made her fortune, and the 'dull book' was the first golden egg of the ugly duckling."

"Proof of the whole book came," she wrote on August 26th. "It reads better than I expected. Not a bit sensational, but simple and true, for we really lived most of it; and if it succeeds that will be the reason of it. Mr. N. [Niles] likes it better now, and says some girls who have read the manuscript say it is 'splendid!' As it is for them, they are the best critics, so I should be satisfied."

In September "Father's book came out. Very simple outside, wise and beautiful within." "Tablets" was, however, rather more elaborately invested than this description would indicate. It appeared in shiny brown cloth over bevelled boards; its top edges were gilt and its other edges uncut in a day when those distinctions were uncommon. It was a much more pretentious affair, certainly, than "Little Women," which made its appearance in October—on the 30th she could write: "First edition gone and more called for."

Mr. Niles was evidently something of the twentieth-century type of go-getter. He "wants a second volume for spring." And on November 1st Louisa begins writing it. "I can do a chapter a day," she declares, "and in a month I mean to be done." It was an effective partnership. She did not, however, quite live up to this exuberant promise. On the seventeenth she wrote: "Finished my thirteenth chapter"—four days behind schedule. The manuscript was ready on January 1st.

The reception of the two parts of "Little Women" raised the Alcott family to a pitch of affluence they had never known before. The returns from these and the

later books were meagre enough by comparison with what such a successful author would reap today, but the stern lesson of frugality had been well taught and well learned. Amos Bronson Alcott enjoyed an ease which he deserved but of which he had never dreamed, and died in peace in his eighty-ninth year two days before his second daughter, the man of his house, who followed him in her fifty-sixth.

Louisa May Alcott has set down in clear terms the extent to which "Little Women" is autobiographical:

"Facts in the stories that are true, though often changed as to time and place:—

"'Little Women'—The early plays and experiences; Beth's death; Jo's literary and Amy's artistic experience; Meg's happy home; John Brooke and his death; Demi's character. Mr. March did not go to the war, but Jo did. Mrs. March is all true, only not half good enough. Laurie is not an American boy, though every lad I ever knew claims the character. He was a Polish boy, met abroad in 1865. Mr. Lawrence is my grandfather, Colonel Joseph May. Aunt March is no one."

Jo, as everyone knows, was Louisa Alcott, and Amy was her sister May. May was to Louisa what Cassandra Austen was to Jane. She herself three years ago was the subject of a merited biography—Caroline Ticknor's "May Alcott: A Memoir." One incident in this pleasant tribute, too long to quote here, must at any rate be summarized. In 1876 May Alcott was on a train in England which stopped at a small station where "a fresh-faced English girl in a seal-skin jacket and jaunty hat" got in. The newcomer, to May Alcott's surprise, began to talk to her—"if history is to be believed the English nation are not given to much conversation with strangers." Soon the talk was of books as portrayals of national habits, and "Ah," said the young lady, "you are not any more familiar with English novels than we with your American ones, and just now our great delight is in a Miss Alcott, who writes the most charming books I have ever read. I have such a desire to take her by the hand and tell her how infinitely I admire 'Jo,' in 'Little Women,' and how eagerly we look for everything from her pen."

"Papa," it appeared, was "so carried away" with Miss Alcott's books "that at Christmas he bought many copies to give away as the most profitable and enjoyable present he could find."

Miss May listened to her raptures, and at last, greatly to the English girl's discomfiture, disclosed her relationship to the author. But the English girl was soon as vivacious as ever, and as loud in her praise of "Little Women."

"Little Women," particularly Part One, is quite as rare in first edition as one might imagine from the fact that it was published sixty-three years ago and is a juvenile. The difficult situation is further complicated by the part factor. In the preface to his facsimile edition of the 1769 "Pamela" (the Newbery abridgment "Adorned with Copper Plates"), which was his Christmas book for 1929, A. Edward Newton was beguiled into a typical and happy digression on this business of parts:

"There is this to be said for any book in two or more volumes. A book in one volume is a unit; wherever it is one has a book complete, whole and entire. Whoever finds one volume out of two or three finds not a half or a third of a book, he finds vexation. He had all but better have found nothing. I once bought for two Pounds one volume, in boards uncut, of the first edition of *Rasselas*; I would give two hundred for its better half.

"'Little Women,' that great American Classic, ranking with 'Alice in Wonderland,' in two volumes, is worth any price the bookseller-crew cares to put upon it. I

was routed out of bed one night not long ago to listen to a telegram read over the telephone from Carolyn Wells, who had discovered somewhere in the Middle West a fine copy of 'Little Women' for which she was asked sixteen hundred dollars! She wanted to know should she buy it. I replied, 'Yes, and be quick about it.' And it was this same Carolyn who once called this noblest of games: 'Book-collecting: The Idiot's Delight.' She knows better now and is trying to make up for lost time."

In the collector's behalf it can be advanced, of course, that "Little Women" is not a two-volume novel in the sense in which "Rasselas" or "The Spy" is a two-volume novel. Part Second (on page four of which, at the foot of the contents table, appears the notice "'Little Women,' Part First, is published in a volume uniform with this") is something sufficient unto itself. But Part First is a much more desirable sufficiency, and Parts First and Second together are the ultimate sufficiency of all. He who acquires Part First, however, has won much more than half the battle. There appears to be no record of the size of the first edition, but it was certainly considerably smaller than the first edition of Part Second.

The last auction season recorded only a single sale of "Little Women"—at the Newark Galleries, where a copy of Parts One and Two, together with a copy of "Little Men" (1871), brought \$585. The catalog announced "hinges split in first vol.," which was just the wrong volume to have the hinges split in. But 'tis ever thus.

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Limited Editions of the Month

CHESHIRE HOUSE (Georgian Press)

The Maides Tragedy, by Beaumont and Fletcher, 14-pt. Garomond type, marble paper covered boards binding, 1200 copies at \$10.

The Rime of the Ancient Mariner, by Samuel Taylor Coleridge, Introduction by Edmund Blunden, H. Charles Towlinson, illustrator, 1,200 copies at \$10.

COWARD-McCANN (Yale University Press)

The Long Christmas Dinner, by Thornton Wilder, 500 copies signed by the author, \$12.

DOUBLEDAY, DORAN AND COMPANY

Three-Quarter Length Portrait of Michael Arlen, by Osbert Sitwell, 520 signed copies at \$3.

RAE D. HENKLE

The Mother, by Yusuki Tsurumi, 12 original drawings in water color by

Shinusi Ito, 250 copies signed on special Japanese paper at \$15.

THE LANTERN PRESS

Della Wu, Chinese Courtezan, by Frank Owen, 1000 copies signed by author on request, \$2.50, 45 Astor Place, N. Y. C.

THE LIMITED EDITIONS CLUB (Jhn. Enschedé en Zonen, Haarlem, Holland)

The Iliad of Homer, Alexander Pope translator, J. Van Krimpen designer, hand-set Romanée type, linen, 1500 copies on especially watermarked Pannekoek paper, \$10.

THE LIMITED EDITIONS CLUB (Fretz Freres, Zurich, Switzerland)

The Marble Faun, by Nathaniel Hawthorne, two vols., Herbert Gorman editor, Carl Strauss illustrator, hand-colored etchings, Didot antique hand-set type, brown tweed binding, 1500 copies on Zerkall paper, \$10.

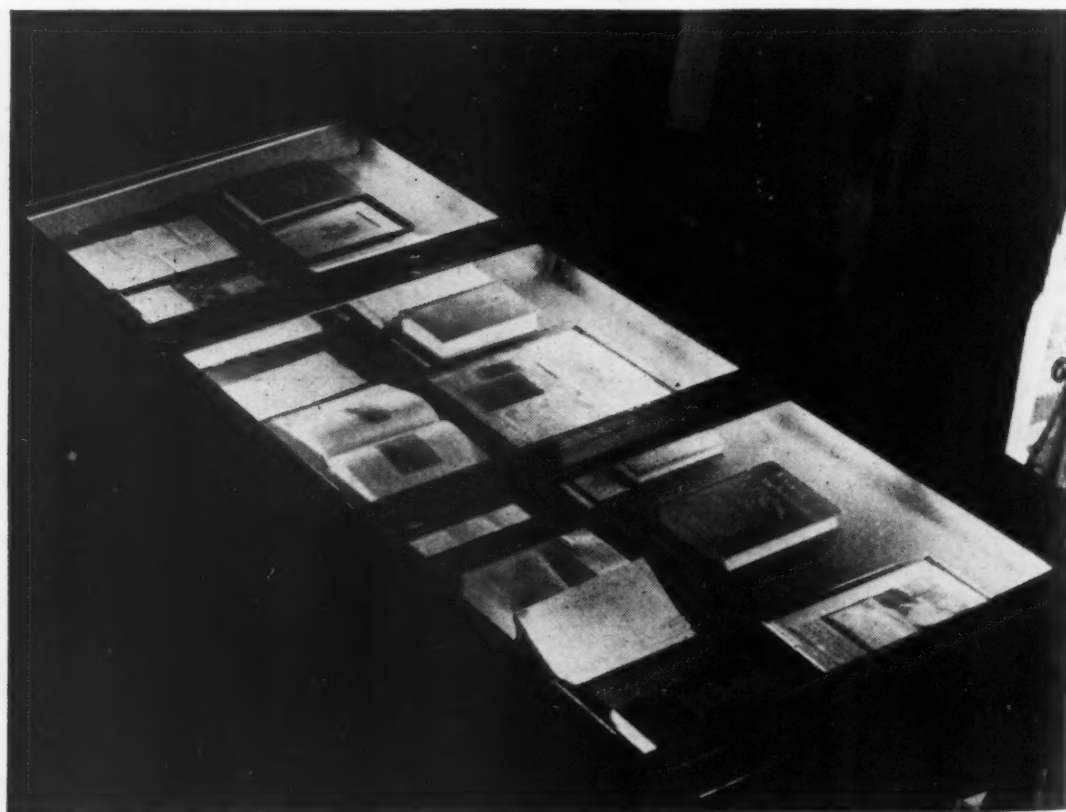


Exhibit of Mark Twain items loaned by the Merle Johnson studios and Dauber & Pine to the Paramount Theater during the showing of "Huckleberry Finn," in New York, August 7-14

G. P. PUTNAM'S SONS (Fountain Press)
Ellen Terry and Bernard Shaw: A
Correspondence, Edited by Christopher
St. John, Merrymount Press designer;
1,500 copies at \$30.

THE LIMITED EDITIONS CLUB (Oxford
University Press)

Vanity Fair, by W. M. Thackeray,
two vols., G. K. Chesterton editor,
John Austen illustrator, hand-colored,
Baskerville type, cloth and decorated
sides, 1,500 on mould-made Arches, \$10.

RANDOM HOUSE (*The Abbey Press*)

The Time Machine, by H. G. Wells,
W. A. Dwiggins, designer, Monotype
Fournier, 1,200 copies, \$12.50.

PLAIN EDITION: 27 Rue de Fleurus, Paris
Lucy Church Amiably, by Gertrude
Stein, 1,000 copies, \$3.

Before the Flowers of Friendship
Faded, by Gertrude Stein, 100 copies on
Antique Montval Paper, \$4.

THE PRINTING HOUSE OF LEO HART

Shakespeare's Venus and Adonis,
Rockwell Kent illustrator, regular edi-
tion at \$15; special edition at \$75. 150
Saint Paul Street, Rochester, N. Y.

THE TUTTLE COMPANY

Covered Bridges of New England, by
Clara E. Wagemann, Sepia, \$12.50.
Rutland, Vt.

First Edition Notes

Merle Johnson

IN this issue is the story of "Little Women" by John T. Winterich. An additional and technical viewpoint outside the province of his article may be of value to the collector. Undoubtedly the book was printed from stereotype plates. A technical study of these plates as between the 1868 and the 1869 printings discloses certain definite differences as follows:—

At the foot of the last page of text, in the 1869 edition, appears an announcement for "Little Women," part second. This notice does not appear in the edition of 1868.

The first page of publisher's advertisements which follows the last page of text, in the 1868 edition is headed: Jean Ingelow's Writings. / (rule) / Studies For Stories Comprising Five Stories, / (etc., etc., etc.). This first page of advertisements is numbered 3, the pages following are numbered 2, 11, 12, 8, 11, in the order given. In the 1869 edition the advertisements differ as does the pagination.

The following type breaks were found in the 1869 and subsequent editions which are not in the first edition: P. 9, line 2, 'stiff'; P. 10, last line, 'stroking' and the page number; P. 16, last line, 'clapped'; P. 17, lines 3, 4, 5, from the bottom, show broken initial letters; P. 36, the numeral 6 is broken; P. 61, last line, 'want'; P. 65, the signature number, '5'; P. 66, the last

line is badly battered; P. 339, line 3, 'become.'

The importance of these comparisons must be obvious to the collector who wishes to certify the first printing.



The Irving S. Underhill dissection of "Huckleberry Finn" in the latest *Colophon* has caused us 722 telephone calls and upwards of a thousand letters to answer. We are going into a huddle with ourselves, a wet towel around the thinning brow, and the result will be known in our forthcoming revision of the Bibliography of Mark Twain.

The running head of "The Plutocrat" by Booth Tarkington in one place reads "The Platocrat." In these times I hesitate to jeopardise any proofreader's job, but the collector must be served.



For years we have been listing James Whitcomb Riley's "Neghborly Poems" and the demon proofreader each time has insisted on the conventional spelling. I dare them to try it this time.



"The Haunted Bookshop" by Christopher Morley seems to provoke endless discussion as to the numeral on p. 76. There is no question that the original printing had a mistake on p. 100, line 1, where

'Styx' is spelled 'Sty' and later corrected. The book may be said to exist in three distinct states as follows:

1. The page number 76 unbattered. The word above it, 'Burroughs' also well printed and not marred.

2. The page number, 76, does not appear, 'Burroughs' is battered leading to the conclusion that in the course of printing the plate was damaged with the result that the 76 was completely wiped out and the 'Burroughs' damaged but not obliterated.

3. In this state the 76 re-appears but a close examination will show that it is not in the same position as the 76 in state one described above. The 'Burroughs' is still damaged and so it becomes obvious that the numeral was inserted after the damage and is not the original as printed in state number one.

These conclusions are strengthened by the fact that in state number one occurs the typographical error on page 100, is still uncorrected in state number two, and is corrected in state number three.

Here are the three states. As a collector.....which would you prefer?



Sinclair Lewis' latest publication is a little known item which appears in the pages of the Year Book of his old high school. In it Mr. Lewis attempts to smooth the ruffled feelings of his Main Street neighbors. The publication also reproduces a photograph which shows the Nobel Prize winner as a young graduate.

Fall Collectors' Items

THERE is an unusual number of books of special interest to the rare book dealer and collector announced for fall publication. In September, Little, Brown & Co., will publish "Fishers of Books" by Barton Currie, one-time editor of *The Country Gentleman*, *The Ladies' Home Journal* and *World's Work*. Mr. Currie, whose own collection includes the original manuscript of Sheridan's "School for Scandal" and a first English edition of "Don Quixote," will tell of his experiences in tracking down elusive rare volumes or manuscripts. In October, the same publishers will issue "First Nights and First Editions," by Harry B. Smith,

who, like Jerome Kern, divided his time between writing musical plays and collecting rare books. On the fall list of Richard R. Smith, Inc., is "Points 1876-1930" by Percy H. Muir, described as "the scrap book of a bibliographical detective." The author has arranged an alphabetical list of collectors' books published during this period, which can only be identified by certain "points." J. B. Lippincott & Co., have on their fall list, "The Romance of Modern First Editions," in which Henry de Halsalle tells the remarkable stories of certain modern firsts and explains how a collection may be formed.

Catalogs Received

Americana. (No. 93.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

American and English first editions. (No. 1.) Old Book and Curio Store, 321 Royal St., New Orleans, La.

Autographs. (No. 60.) John Heise Autographs, 410 Onondaga Bank Building, Syracuse, New York.

Books on freemasonry and kindred subjects. (No. 319.) Shepard Book Company, 408 South State St., Salt Lake City, Utah.

Colored Maps and plates. Antiquarian Book Co., 32 Ashburton Ave., Birkenhead, England.

First editions, bound books, colored plates, pamphlets, association copies, including recent purchases from the library of The Marquis of Ripon, The Theydon Mount Library, The Manor House, Esher, etc. (No. 25.) Francis Clarke, 65, Farquhar Road, London, S. E. 19, England.

First editions of modern authors, private press books and autograph letters. (No. 280; Items 1122.) Myers & Co., 102, New Bond St., London, W. 1, England.

First editions, old and modern. (No. 10.) J. A. Allen & Co., 16 Grenville Street, Brunswick Square, London, W. C. 1, England.

Livres anciens, portraits, gravures, et lithographies. (No. 16.) Antiquariaat A. Van Straten, Jr., Slicherstraat 25, La Haye, Holland.

Miscellaneous books, first editions, etc. (No. 384.) G. A. Van Nisdall, Maple, Wisconsin.

New and used books and remainders. (No. 58.) A. J. Huston, 92 Exchange Street, Portland, Maine.

Old and new books. (No. 4.) Fred C. Bridger, 1, Summit, Wallasey, England.

Polish books. The Polish Book Importing Co., 38 Union Square, New York City.

Popular woodcuts, XVIIIth and XIXth Centuries. (No. 35; Items 75.) Birrell & Garnett, Ltd., 30 Gerrard St., London, W. 1, England.

Rare and valuable books, including publications of the Aldine Press, some books printed on vellum Bibles and theology, etc. (No. 446; Items 1114.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

Second-Hand Books including some first editions, books on angling, Ruskin items, and a miscellaneous collection of out-of-the-way books in all classes of literature. Henry H. Bates, White Hall, Catherine Street, Salisbury, England.

Selections of interesting New York City and State items, including the Adirondacks, the dedication copy of Hough's Indian affairs, the Shakers, the Charter of the Mohawk Turnpike and Bridge Company, etc. The Counting House, 13 T Wharf, Boston, Mass.

Summer bargains. (No. 21.) Rogers Book Shop, Inc., 711 West Sixth Street, Los Angeles, Calif.

American First Editions

Edited by Merle Johnson

AMERICA seems to be searching for new literary formulas such as the Old World has acclaimed in James Joyce. Submitted here are two modern authors whose work may be precursors of the new era. Sufficiently inclusive from the practical viewpoint of this column, the following books in first editions of both authors are today at a premium.

WILLIAM FAULKNER 1897—

Compiled by Merle Johnson

"The Marble Faun." *Boston*, (1924).
Poetry.

"Soldier's Pay." *New York*, 1926.

"Mosquitoes." *New York*, 1927.

"Sartoris." *New York*, (1929).

"The Sound and the Fury." *New York*, (1929).
Must have no reprint notice on the copyright page.

"A I Lay Dying." *New York*, (1930).
First printing 2500 copies. First binding, 750 copies, all of which may be identified by the missing chapter initial, 'I' on page 11. Must have no notice of reprint.

"Sanctuary." *New York*, (1931).
Must have no reprint notice on the copyright page; must have end papers of grey printed with magenta.

"These Thirteen."
To be issued, Fall, 1931. In addition to the trade edition there will be a limited and signed issue of three hundred copies.

"A Complete Bibliography of the Writings of William Faulkner."
Now in preparation by Evelyn Harter and Kenneth Godfrey. Probable publisher, Cape and Smith.

THOMAS (CLAYTON) WOLFE 1900—

Compiled by Capt. Louis Henry Cohn

"Look Homeward, Angel." *New York*, 1929.
The first edition carried a dustjacket which had printed on it a picture of the author and a brief autobiography. The English edition, *London* (1930), carried a dustjacket on the reverse of which was printed the author's foreword to the novel. The first printing of the English edition so stated on the copyright page.

"Carolina Folk Plays," (Second Series) *New York*, 1924.
Compiled and with an introduction by Frederick H. Koch. Contains: "The Return of Buck Gavin, the Tragedy of a Mountain Outlaw," by Wolfe.

Mr. Wolfe is at present engaged on another work which is to be published next spring. The tentative title had been "October Fair" but since this title may apply to a projected series of novels in all probability the forthcoming book will bear another name.

Good Second-Hand Condition

John T. Winterich

ONE inescapable difficulty in the rare booktrade is the fact that so many of the important technical terms in its vocabulary are relative. Condition is an obvious example. The wise bookseller, of course, errs on the side of conservatism, reserving the catalog description "fine" for items at whose state the most finicky collector cannot cavil. But fineness is far from an absolute term. What would be fine for a "Compleat Angler" or a "Last of the Mohicans" might well be somewhat less than fair for a "Looking Backward" or an "Ethan Frome." Most collectors operate within pretty well defined chronological limits, and within those limits are likely to recognize a specific form of condition below which their interest in a desired book fails to penetrate. The collector of modern authors, accustomed to brilliant buckram whereon the stamping is hardly dry, accustomed likewise to the glossy white smoothness of trimmed edges, is apt to look askance at a sturdy copy of one of the Waverley novels in boards uncut which his bookseller assures him can emphatically be described as superb.

Equally incapable of exact definition is the term rare. The floating supply or lack of it of a given book is the main consideration to be taken into account; the underlying principle precisely parallels the domestic economy of Mr. Micawber (and as there is no "David Copperfield" handy we are guessing at the exact wording but are certain of the sentiment): "Income two pounds per week, outgo two pounds one shilling, result misery; income two pounds per week, outgo one pound nineteen shillings, result happiness."

Every bookseller is familiar with the phenomenon (which appears so paradoxical to the layman) whereby a book that has long been excessively rare becomes common, in a manner of speaking, once a copy is disposed of at a high figure—provided holders of other copies hear about the high figure. The comparatively frequent appearances of Stephen Crane's yellow-wrapped "Maggie" and of Mark Twain's

"The Adventures of Tom Sawyer" in first issue during the last two auction seasons are cases in point. Much commoner but still valuable books did not appear at all, but the resurrection of one such title and its disposal at a record price would be certain to bring out an almost predictable quantity of its brothers.

THE discussion of Leonidas Westervelt's "The Circus in Literature" in this department a month ago has brought some interesting data from Marion Cobb Fuller of the Maine State Library at Augusta. Allusion was made to the first elephant to reach America (in 1796), the ultimate fate of which, according to Mr. Westervelt, is not known. The second elephant to set foot on these shores (and the first circus elephant) disembarked at Sing Sing (now Ossining), New York, in 1815 journeyed cross-country to Somers, New York, the home of Hackaliah Bailey. This elephant, christened Old Bet, was exhibited in the surrounding towns and in the New England States. Her end was tragic. "The story goes that certain citizens of Connecticut," according to Mr. Westervelt's monograph, "felt Mr. Bailey's enterprise contrary to their narrow religious scruples. One of their number, no doubt prodded by jealousy, summarily shot the unfortunate animal."

It is a privilege to be able to remove this smirch from the fair name of Connecticut, which happens to be your correspondent's birthplace. The shooting, according to Miss Fuller's data, occurred in Maine. Her authority is "The Centennial History of Alfred, York County, Maine," by Dr. Usher Parsons, published in pamphlet form in 1872, wherein it is stated: "In 1817 an elephant was shot by a mischievous wretch, from another town, as it was leaving the village, near the Round Pond. The culprit was tried for the deed, but escaped punishment."

Miss Fuller also sends some additional data which she gathered sometime ago for James Shettel of the York (Pennsylvania)

Dispatch, who was assembling data on early American elephants. Lucius Perkins of Alfred, who wrote to her at that time, quoted the data from the Alfred history and added:

"I had it from an old gentleman, Usher P. Hall, years ago that some trouble arose relating to admission to the barn where this elephant was being exhibited at the village, and that as it was being driven away on its way back to Berwick someone from ambush shot it so that it died. That parties skinned it and had the skeleton mounted and the skin prepared and that it was set up in a museum in Boston where it could be seen fifty or sixty years ago."

This data was partly corroborated and amplified by the librarian of the Parsons Memorial Library at Alfred: "I think I have inquired of several persons who would be most likely to know and have been told the following: The elephant's name was Betsey. I did not learn the name of the company, if there was one, to which the elephant belonged, but there were no other animals. The story goes that a man teased the elephant by giving her a piece of tobacco, which provoked the owner and the two men had a quarrel. The man followed the show as it was leaving town for North Berwick and concealing himself behind a tree fired two shots at the elephant. The elephant walked some little distance before she fell near an oak tree which was always pointed out as the spot 'where the elephant was shot.' I think the tree has been cut down. The skin was stuffed and presented to the Boston Museum. These facts were told me by an old man whose uncles were following the elephant and saw the shooting."

This department has hopes that the fate of the earlier arrival—the female elephant which was taken to Philadelphia in 1796 to participate in a dramatic performance—may yet be known. Certainly an elephant could not vanish out of the United States during the Presidency of George Washington without someone's taking note of the departure.

COMMENTING on Kipling's "Sons of the Suburbs," which was described in this department for June 20th, Ruth S.

Granniss of the Grolier Club writes: "You are a little wrong in saying that the existence of the poem is not known to Kipling bibliographers. It was on exhibition here at the Grolier Club in 1929—one of two copies, printed separately in pamphlet form, and it is described at some length in the catalog of that exhibition issued by the Grolier Club in 1930. I also was wrong, however, in calling that a first edition, as Mrs. Livingston kindly wrote me of the prior existence of 'broad-sides probably printed from the types of Blighty.' The proofs and the broadsides may prove to be one and the same thing, but you will see that there are at least two printed forms of the poem,—a broadside, a pamphlet form, and probably a third form as proof."

ALL previous dust-jacket records have gone by the board with the receipt of this news from John Carter of the London office of Charles Scribner's Sons: "Longman's edition of Bunyan's 'Pilgrim's Progress,' 1860, with gray dust wrapper printed in red, including a cut reproduced from the book and the date; a neat and not at all primitive-looking affair. The copy examined is in the collection of Thomas Balston of London. I fancy this date will take some beating."

THE latest catalog of the Varda Bookshop, Ltd., 189 High Holborn, London, W.C., contains a three-page bibliography of the works of J. B. Priestley. Discussing the question of issues as it applies to "The Good Companions" (1929), the Varda Bookshop quotes a letter from Messrs. Heinemann which reads: "Our printers inform us that the first copies of the first edition . . . contained the word 'ordinary' on p. 66, line 17, and that after a certain number of copies had been printed (they cannot say how many), they discovered that the word had dropped out." "It appears therefore," the Varda cataloger comments, "that both the first and the third issues have the word 'ordinary,' while the second has not. The second issue is far rarer than the first or third as it is impossible to distinguish between the latter."

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

NEARLY one hundred years ago James Fenimore Cooper wrote a scathing denunciation of the ways of American democracy. This little known book is now reprinted for the first time in the "Americana Deserta" series. In a new book by Burns, modern civilization is on trial. The whole complex of social customs, beliefs and attitudes is surveyed, and modern civilization found to be experimental, "emphasizing impulse as contrasted with calculation and increasing the sense of the community." Another evaluation of modern society is contained in "Plato's Britannia" by Woodruff, Socratic dialogues in the manner of Plato.

Books appropriate for summer sales are "Mountains and Men" by Robbins, a comprehensive account of mountain climbing and great feats that have been accomplished in that line all over the world; "Modern Swimming and Diving," an authoritative manual by Aileen Riggan, former national champion; "Across Africa on Foot" by Monson, the account of two young Australians' fifteen-months' hike from Cape Town to Cairo; and "True Stories of Immortal Crimes" by H. Ashton-Wolfe, stories of famous crimes based on the archives of the French police.

Foremost among the enduring sellers are the first two volumes of "Everyman's Encyclopaedia." These handy-size volumes have been entirely revised and enlarged. The set will be complete in twelve vol-

umes, two to be issued each month from now on. "Old London Bridge," by Gordon Home, is a delightful volume of history and pictures of London Bridge. "Introduction to Beauty" is a philosophic study of aesthetics by Ames, and "The Golden Thread" is an interesting historical study of national characteristics as expressed in literature. See Buck. Knopf published two musical biographies this week, "Schumann" by Basch, and "Guiseppe Verdi" by Toye. "Communicable Disease Control" is a report of the White House Conference on Child Health and Protection.

Among the new fiction are books by Vicki Baum, Agatha Christie and Robert Reynolds, winner of the 1931-32 Harper Prize Novel Contest, with his "Brothers in the West." Reprints include books in the Universal Library by Daudet, Hugo and Turgenev; Hemingway's "A Farewell to Arms," now priced at \$1; and books by Artsybashev and Suetonius in the Modern Library.

For juveniles see Eliot, "The Gay Mystery"; Chidsey, "Odysseus Sage of Greece"; Rebal, "Scalawag"; additions to the Children's Bookshelf series listed under Alcott and Dumas; Warner, "Days of Gold"; Ga'g, "Sue Sew-and-Sew"; Scott, "Kari"; Kelley, "Three Scout Naturalists"; Simonds, "A Boy with Edison"; Sanford, "Plays for Civic Days"; Fyleman, "The Dolls' House"; d'Aulaire, "The Magic Rug," and others.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of August 15, 1931

A. M. C. White Mountain guide (The); 8th ed. 552p. il., maps (pt. col.), diagrs. T c. Bost., Appalachian Mt. Club flex. fab., \$3

Alcott, Louisa May

Eight cousins, or, The aunt-hill; il. by Clara M. Burd. 262p. il. (pt. col.) O (Children's b'kshelf) [c.'31] Phil., Winston \$1.25

Ames, Van Meter

Introduction to beauty. 292p. (4p. bibl.) O c. N. Y., Harper \$2.50

The aesthetic theories of the arts and of cultured living interpreted by an associate professor of philosophy in the University of Cincinnati.

Archer, Gleason Leonard

Laws that safeguard society [memorial ed.]. 382p. il. (pors.) O c. Bost., Suffolk Law School Press \$2.25

Thirty-six popular lectures on law that were delivered over the radio by the Dean of the Suffolk Law School.

Artsybashev, Mikhail Petrovich

Sanine; tr. by Percy Pinkerton; preface by Ernest Boyd. 390p. S [c.'26] N. Y., Modern Lib. flex. cl., 95 c.

Ashbrook, Harriette

The murder of Steven Kester. 312p. D c. N. Y., Coward-McCann \$2
Spike Tracy solves the murder of a Long Island millionaire.

Ashton-Wolfe, Harry

True stories of immortal crimes, tales of terror). 286p. il. O [c.'31] N. Y., Dutton \$3
Stories of historic crimes based on material in the archives of the Prefecture of Police in Paris.

Bailey, Carolyn Sherwin

Plays for the children's hour. 257p. O [c.'31] Springfield, Mass., M. Bradley \$1.75

Baker, Mrs. Mabel Parker

The answer; cross-word puzzles solved. 332p. D c. N. Y., W. Neale \$2.50

Baron, Peter, pseud. [Leonard Worswick Clyde]

Murder in wax. 316p. D [c.'31] N. Y., Macaulay \$2
A mystery story which combines love, crime and government secrets.

Bartholomew, Wallace Edgar, and Hurlbut, Floyd

The business man's English; spoken and written; rev. ed. 367p. (bibls.) il., diagrs. D [c.'31, c.'20, '31] N. Y., Macmillan \$1.20

Basch, Victor

Schumann; a life of suffering; tr. by Catherine Alison Phillips. 261p. (bibl. note) il. (pors.) O '31, c.'28, '31 N. Y., Knopf \$3

A biography of Schumann, the man and musician, by a professor of aesthetics in the University of Paris.

Baum, Vicki [Frau Richard Lert]

Martin's summer; tr. by Basil Creighton. 297p. D c. N. Y., Cosmopolitan \$2

The adventures of a handsome young scientist who is forced for pecuniary reasons to spend a summer as life guard at a German lake resort.

Beaty, John Y.

Sunshine Rose; the story of a Shetland pony. 64p. il. D c. Chic., Thos. S. Rockwell 50 c.

The daily life and adventure of a pony, told for children.

Beck, Warren

Six little theatre plays. 191p. D [c.'31] Bost., Walter H. Baker \$1.50

Bennett, Guy Vernon, and Older, Frank E., eds.

Occupational orientation. 625p. (bibls.) O (Occupational relations ser.) [c.'31] [Los Angeles, Soc. for Occupational Research, Univ. of So. Cal. Sta.] \$2.75

Information on various occupations to help the senior high-school or junior-college student choose his life work intelligently.

Best, Herbert

Son of the whiteman; il. by Erick Berry. 328p. D '31, c.'30, '31 Garden City, N. Y., Doubleday, Doran \$2

How Jerry made friends with the African tribe of which his father was District Officer for the white government. For older boys.

Bindloss, Harold

The border trail. 318p. D c. N. Y., Stokes \$2

The story of a young man caught in the schemes of rum-runners on the Canadian border, and struggling to get free, for the sake of a girl.

Bonar, James

The tables turned. 142p. D '31 N. Y., Macmillan \$3

Bonnamy, Francis

Death by appointment. 317p. D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$2

Three Chicago gang leaders are killed with a rapier.

Booth, Charles Gordon

Murder at high tide. 302p. D (Popular copyrights) [c.'30] N. Y. [Grosset] 75 c.

Alp, H. H.

Keeping the farm flock healthy. 16p. il. O (Univ. of Ill. Agri. Exp. Sta. circ. no. 374) [c.'31] Urbana, Ill., Univ. of Ill. pap., apply

Bercaw, Louise O., comp.

Rural standards of living; a selected bibliography. 84p. O (U. S. Dept. of Agri., misc. pubn. no. 116) '31 Wash. D. C., Gov't Pr. Off.; Supt. of Doc. pap., 15 c.

- Bottomo, Phyllis [Mrs. Erman Forbes-Dennis]**
Tatter'd loving. 239p. D (Popular copyrights) [n. d.] [N. Y., Grosset] 75 c.
- Bowers, Edison L., and Rowntree, Henry**
Economics for engineers. 490p. il. O '31 N. Y., McGraw-Hill \$4
- Bowman, William Dodgson**
The story of surnames. 287p. (bibl. note) D '31 N. Y., Knopf \$2.75
The author traces the origin and growth of thousands of surnames.
- Bradley, A. G.**
Highways and byways in South Wales; pocket ed. 430p. il., map S (Highways and byways ser.) '31 N. Y., Macmillan \$2; lea., \$2.50
- Brightman, Edgar Sheffield**
The finding of God. 200p. O [c. '31] N. Y., Abingdon \$2
An interpretation of the religious approach to God.
- Bromfield, Louis**
Twenty-four hours. 463p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.
- Brown, Emily Clark**
Book and job printing in Chicago; a study of organizations of employers and their relations with labor. 376p. (10p. bibl.) O (Social science studies, no. 21) [c. '31] Chic., Univ. of Chic. Press \$3
An impartial study of the history of employer and labor organizations in a local industry.
- Brownell, Herbert**
Physical science; an introduction to the specialized courses in college science. 313p. il. O '31 N. Y., McGraw-Hill \$2.50
- Brunhes, Rev. G.**
Faith and its rational justification; tr. by Rev. W. A. Spence. 290p. O (Catholic lib. of religious knowledge v. 17) '31 St. Louis, B. Herder \$1.35
- Buck, Philo Melvin, jr.**
The golden thread. 570p. (7p. bibl.) il. O c. [N. Y.] Macmillan bds., \$4
Tracing national character and tradition through history as they are expressed in literature.
- Burman, Ben Lucien**
[Heaven on earth]; photoplay title of Mississippi. 284p. il. D (Popular copyrights) [c. '29] N. Y. [Grosset] 75 c.
- Burns, Cecil Delisle**
Modern civilization on trial. 335p. (bibl. footnotes) O c. N. Y., Macmillan \$2.50
An analysis of modern civilization as a basis for action in public policy and in personal life.
- Campbell, Mrs. Alice Ormond**
Murder in Paris. 370p. D (Popular copyrights) [c. '30] N. Y. [Grosset] 75 c.
- Caudwell, H.**
Introduction to French classicism. 264p. D '31 N. Y., Macmillan \$2
- Caulfield, Ernest**
The infant welfare movement in the eighteenth century. 224p. (5p. bibl.) il. D '31 N. Y., P. B. Hoeber \$2
- Chidsey, Alan Lake**
Odysseus, sage of Greece; il. by Lois Len-ski. 333p. il., map O c. N. Y., Minton, Balch \$2.50
The epic of Odysseus told for young people.
- Christie, Mrs. Agatha Miller [Mrs. Max E. L. Mallowan]**
The murder at Hazelmoor. 316p. D (Dodd, Mead red badge b'ks) c. N. Y., Dodd, Mead \$2
A murder in a little English community is followed by surprising events involving a group of delightful people in suspicion.
- Claussen, Waldemar Van Brunt**
Canoeing. 136p. il., diagrs. S (Service lib.) c. '31 N. Y., Boy Scouts of America pap., 75 c.
- Cleugh, Sophia [Mrs. Dennis Cleugh, Ursula Keene, pseud.]**
Matilda; governess of the English. 479p. D (Popular copyrights) [c. '24] N. Y., Grosset 75 c.
- Coe, Charles Francis**
The other half. 309p. D (Popular copyrights) [c. '30] N. Y. [Grosset] 75 c.
- Cohen, Octavus Roy**
The May Day mystery. 290p. D (Popular copyrights) [c. '29] N. Y., Grosset 75 c.
- Communicable disease control; report of the Committee on Communicable Diseases Control.** 258p. O (White House Conference pub'n) [c. '31] N. Y., Century \$2.25
The recommendations of a large committee appointed to study the subject.
- Cooper, James Fenimore**
The American democrat; introd. by H. L. Mencken. 204p. O (Americana deserta) c. N. Y., Knopf \$2.50
This book on the American character was published in 1838 and now reprinted for the first time.
- Cottrell, Mrs. Dorothy**
The singing gold. 306p. D (Novels of distinction) [c. '29] [N. Y.] Grosset \$1
- Curtayne, Alice**
Saint Catherine of Siena [cheap ed.]. 230p. D '31 N. Y., Macmillan \$1.50
- d'Arblay, Mme. Frances Burney**
The diary and letters of Madame d'Arblay; ed. with preface by Muriel Masefield. 336p. il. (pors.) O '31 N. Y., Dutton \$3.75
A selection of passages from the letters and diary of Frances Burney, which presents a connected story of her life with special emphasis on portraits of great men of her day.
- Buttrick, Philip Laurance**
Public and semi-public lands of Connecticut. 151p. (bibl. footnotes) maps, diagrs. O (Conn. State Geol. and Nat. Hist. Survey, bull. no. 49) [31] Hartford, Conn., George S. Godard, State Library pap., \$1
- Cleaver, Pauline**
It's fun to make money; methods that have proved practical in actual operation. 91p. diagr. D [c. '31] Holyoke, Mass., Eliz. Towne Co. pap., apply
- Clifford, E. L.**
Schuylkill County, Penna., in the World War. 303p. il. O [c. '31] Pottsville, Pa., Author, 713 Mahantongo St. \$2

Dashiell, John Frederick

An experimental manual in psychology. 170p. (bibl. notes) diagrs. O [c.'31] Bost., Houghton \$1.90

Daudet, Alphonse

Sapho. 196p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

d'Aulaire, Ingri, and d'Aulaire, Edgar Parin

The magic rug [il. by the authors]. no p. il. (col.) obl. D c. Garden City, N. Y., Doubleday, Doran bds., \$2.50
The Oriental rug carries John to Africa—a picture story book for small children.

Davis, Addison E.

Poems of nature, grace and missions. 158p. il. D [c.'31] Quincy, Pa., Quincy Orphanage Press \$1

Davis, George

The opening of a door; a novel. 265p. D c. N. Y., Harper \$2.50
A story of an American family living in Chicago.

Dinnis, Enid

Out of the everywhere [fiction]. 210p. O '31 St. Louis, B. Herder \$1.50

Donahey, Mrs. Mary Augusta Dickerson

The Spanish McQuades; the lost treasure of Zavala. 260p. il. (col. front.), map D c. Garden City, N. Y., Doubleday, Doran \$2
Two modern American girls find the lost treasure hidden by their Spanish grandmother in Yucatan. For older girls.

Douglass, Earl L.

Prohibition and common sense. 322p. il. D (A. I. C. lib. v. 6) '31 N. Y., Alcohol Information Committee \$2

Drinkwater, Rev. F. H.

Sermon notes on the Sunday Propers. 119p. O '31 St. Louis, B. Herder \$1.25

Dumas, Alexandre

The three Musketeers; ed. by Violet Moore Higgins; il. by Edward Robert Higgins. 470p. il. (pt. col.) map O (Children's b'kshelf) [c.'31] Phil., Winston \$1.25

Duncan, Rudolph L.

Foundations of radio. 247p. D '31 N. Y., Wiley \$2.50

Earhart, Will

The eloquent baton. 99p. diagrs. D [c.'31] N. Y., M. Witmark & Sons, 1650 B'way \$1.50
The technique of conducting an orchestra.

Eliot, Ethel Augusta Cook [Mrs. S. A. Eliot]

The Gay mystery. 276p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2
Jessica Hayden tells how she solved the mystery of Mary Gay during her senior year at boarding school. For older girls.

Evans, Henry Ridgely

Cagliostro, a sorcerer of the eighteenth century. 43p. il. O '31 N. Y., Masonic Bibliophiles, 35 W. 32nd St. \$1

Everyman's encyclopaedia; vs. 1 and 2; new

and rev. ed. [ed. by Athelstan Ridgway, and others]. 779p.; 784p. il., diagrs. D [c.'31] N. Y., Dutton \$2.50, ea.; \$30, set

The first two volumes of this entirely re-edited, reset and enlarged handy-size encyclopedia, to be completed in twelve volumes.

Faber, Harold

Co-operation in Danish agriculture; tr. by H. Hertel; new ed. 210p. (bibl. footnotes) front. (por.) O '31 N. Y., Longmans \$3

Faversham, Mrs. Julie Opp

The squaw man; il. with scenes from the photoplay. 293p. D (Popular copyrights) [c.'06] N. Y., Grosset 75 c.

Fish, Floyd Hamilton

The first course in quantitative analysis. 130p. il. D [c.'31] Phil., Blakiston's \$1.25

Fisher, Arista Edward

Marriage in blue. 342p. D c. N. Y., Cosmopolitan \$2

The story of Dion James, a sculptor, who really loved his wife, but couldn't keep other women out of his life, is laid in Paris.

Flanagan, Mrs. Hallie Ferguson, and Clifford, Marguerite Ellen

Can you hear their voices?; a play of our time. 77p. il. D (Vassar Exp. Theatre plays) [c.'31] Poughkeepsie, N. Y., Experimental Theatre of Vassar College pap., 75 c.

Fletcher, Joseph Smith

The Matheson formula. 275p. D (Popular copyrights) [c.'29] N. Y. [Grosset] 75 c.

Fournier, Alain

The wanderer; tr. by Françoise Delisle. 338p. D (Popular copyrights) [c.'28] [N. Y., Grosset] 75 c.

Frazer, James George

Studies in Greek scenery, legend and history; new ed. 429p. D '31 N. Y., Macmillan \$3.50

Fyleman, Rose

The dolls' house; il. by Erick Berry. 107p. il. (col. front.) D '31, c.'30, '31 Garden City, N. Y., Doubleday, Doran \$1.50

A story about the people who lived in one particular dolls' house, told for girls from 6 to 10.

Ga'g, Asta, and others

Sue Sew-and-Sew. 67p. il., diagrs. D [c.'31] N. Y., Coward-McCann bds., \$1.50

Story-instructions for little girls who want to make dolls' clothes.

Dachnowski-Stokes, A. P.

Moss peat; its uses and distribution in the U. S. 12p. (bibl.) il., map. O (Dept. of Agri., circ. no. 167) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 5 c.

Davies, T. A.

Primary syphilis in the female. 120p. il. O (Oxford medical pub'ns) '31 N. Y., Oxford \$4

Degler, Howard Edward

Internal-combustion engines. 159p. il., diagrs. O c. Chic., Amer. Technical Soc. \$2

Dobson, A. and Hull, H.

The Land Drainage Act, 1930. 177p. O '31 N. Y., Oxford \$5

Embrey, Alvin T.

Waters of the state. 444p. maps O '31 Richmond, Va., State Commission on Conservation & Development buck., apply

Foote, John Ambrose, ed.

State board questions and answers for nurses; 9th ed., rev., enl. 727p. O (Lippincott's nursing manuals) '31 Phil., Lippincott \$3.50

Gawthorpe, Grace B.

Chicken Town. 118p. il. (col.) D '31, c. '30, '31 N. Y., Stokes \$1

A story for children of the folks who lived in the poultry-yard called Chicken Town.

Gilson, Etienne

Moral values and the moral life; tr. by Leo Richard Ward. 343p. O '31 St. Louis, B. Herder \$2.50

Goodchild, George [Alan Dare, pseud.]

The public defender; photoplay title of The splendid crime; il. with scenes from the photoplay. 312p. D (Popular copyrights) [n.d.] N. Y., Grosset 75 c.

Goodsell, Willystine

Pioneers of women's education in the United States: Emma Willard—Catherine Beecher—Mary Lyon. 311p. il. D (McGraw-Hill educ. classics) '31 N. Y., McGraw-Hill \$2.25

Graham, Carroll, and Graham, Garrett

Queer people. 276p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Grierson, Mrs. Elizabeth Wilson

Scotland. 93p. il. D (Peeps at many lands) '31 N. Y., Macmillan \$1

Tales of English castles and manors. 286p. il. (col.) D '31 N. Y., Macmillan \$2.50

Grosjean, Wilfrid H.

Le petit Chardenal; a first course in French for junior high schools. 364p. il. D [c.'31] Bost., Allyn & Bacon \$1.20

Hahn, Emily

Beginners luck. 208p. D [c.'31] [N. Y.] Brewer, Warren & Putnam \$2

A story of youth trying to find a direction for life. The setting is Santa Fe.

Haig-Brown, R. L.

Silver, the life story of an Atlantic salmon. 96p. il. D '31 N. Y., Macmillan \$1.50

Hart, Walter Wilson

Modern junior mathematics; b'ks 1 and 2. 255p.; 271p. il., diagrs. D [c.'31] Bost., Heath 84 c.; 88c.

Head, Frances Nowlin

Chin Chin Chinese man. 64p. il. O [c.'31] N. Y., Dutton \$2

Verses for children about Chinese life.

Hemingway, Ernest

A farewell to arms. 355p. D (Novels of distinction) [c.'29] N. Y., Grosset \$1

Hendy, Philip

Catalogue of the exhibited paintings and drawings, Isabella Stewart Gardner Museum. 457p. (bibl. footnotes) il. O c. Bost., Isabella Stewart Gardner Mus., Fenway Ct. \$2.50

Henry, Harriet

Bought; photoplay title of Jackdaws strut; il. with scenes from the photoplay. 310p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Hill, Craven

The survivor, and other tales of the wild. 222p. il. D '31 N. Y., Macmillan \$2

Hill, Mrs. Grace Livingston [Marcia MacDonald, pseud.]

Blue ruin. 318p. D (Popular copyrights) [c.'27, '28] N. Y., Grosset 75 c.

Hogue, Ellen

Serenade; a love story. 256p. D [c.'31] N. Y., Chelsea House 75 c.

Holden, Raymond

The penthouse murders. 304p. D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$2

After the party in the modernistic penthouse apartment, three gay young New Yorkers find the host murdered, and while they are waiting for the police to arrive, the killer strikes again.

Home, Gordon Cochrane

Old London Bridge. 400p. il., diagrs. O '31 N. Y., Dodd, Mead \$7.50

The complete history of London Bridge, with an appendix on trade-cards and tradesmen's tokens by Ambrose Heal.

Home physician and guide to health (The);

rev. ed. 925p. il. (pt. col.), diagrs. O [c.'31] Mountain View, Cal., Pacific Press Pub. Ass'n \$6.50; fab., \$8

Howard, Henry, D.D.

The defeat of fear, and other studies. 217p. D [c.'31] N. Y., Revell \$2

Addresses by the minister of the Fifth Avenue Presbyterian Church of New York.

Hugo, Victor Marie, comte

Notre-Dame de Paris. 602p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

Hurst, Vida

Blind date. 307p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Cynthia Carter, who never had anything but "blind" dates, made up her mind to be the kind of girl who is popular with men.

Gardner, Thurman C.

Modern B. Y. P. U. methods for seniors and adults. 56p. D c.'31 Dallas, Tex., Baptist B'k Store, 1019 Main St. pap., 30 c.

Gingrich, John E.

Aerial and marine navigation tables. 64p. Q '31 N. Y., McGraw-Hill flex. cl., \$2.50

Hall, E. K., ed.

Spalding's official football guide, 1931. 404p. il., diagr. S (Spalding's athletic lib., no. 200x) c.'31 N. Y., Amer. Sports Pub. Co. pap., 35 c.

Hawks, Lena James

Certain relationships between scholarship in high school and college. 66p. O (J. H. U. studies in educ. no. 15) '31 Balt., Johns Hopkins Press pap., \$1.15

Hay, Kathleen

The sweetest story told. 94p. il. S [c.'31] Rock Island, Ill., Augustana B'k bds., 30 c.

Haycraft, G. F.

Coal-miners' nystagmus. 15p. D (Oxford medical pub'ns) '31 N. Y., Oxford pap., 30 c.

Horn, Nelson Paxon

Our lifework; a guide for leaders of young people. 72p. (bibls.) D (Christian comradeship ser.) [c.'31] N. Y., Methodist B'k pap., 30 c.

Hutchins, Wells A.

Irrigation districts; their organization, operation, and financing. 94p. (bibl.) maps, diagrs. O (U. S. Dept. of Agri., technical bull. no. 254) '31 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap., 15 c.

Jalal-ud-Din Rumi, Maulana

Tales of mystic meaning; being selections from the Mathna'vi; tr. by R. A. Nicholson. 198p. front. O (Treasure house of eastern story) [n.d.] N. Y., Stokes \$3.75
Stories from a poem picturing life in medieval Persia.

Jones, Henry Albert, and Emsweller, Samuel Leonard

The vegetable industry. 431p. il. D (McGraw-Hill vocational texts) '31 N. Y., McGraw-Hill \$2.25

Jordan, Edwin O.

A text-book of general bacteriology; 10th ed. 819p. il. '31 Phil., Saunders \$6

Joseph, Michael

Cat's company; il. by B. F. Dolbin. 181p. O c. N. Y., Dodd, Mead \$2.50
Stories of the author's cats and others, and advice on the care of the cat.

Justus, May

The other side of the mountain. 149p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$1.50
The story of Glory who wanted to know what was on the other side of the mountain near which she lived in Tennessee. For children up to ten.

Kelley, Donald G., and others

Three Scout naturalists in the National Parks; [introd. by Horace M. Albright]. 237p. il. D c. N. Y., Brewer, Warren & Putnam \$1.75
The real adventures of three Eagle Scouts who served under the National Park Service.

Kessler, Ramon Wilke, comp.

The right to solo; a collection of the best airplane stories for boys and girls. 218p. il. D [c.'31] N. Y., Dutton \$2

Leary, Daniel Bell

Living and learning; a philosophy of education. 475p. (9p. bibl.) D '31 N. Y., Richard R. Smith \$2.25

Levinger, Mrs. Elma Ehrlich

Grapes of Canaan; a novel. 352p. D [c.'31] Bost., Stratford \$2.50
A study of the Jew in America—a prize novel.

Lewis, May

Red drumming in the sun. 86p. D '31, c. '24-'31 N. Y., Knopf \$2
A book of poems, many of which have appeared in American magazines.

Lieberman, Joshua

Creative camping; a coeducational experiment in personality development and social living; being a record of six summers of the

national experiment camp of Pioneer Youth of America. 268p. il. D '31 N. Y., Ass'n Press \$2

Loban, Ethel

The calloused eye. 307p. D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$2
A murderer at large at Glace Knoll, high in the Idaho mountains, where Fern Mathews, nurse, is sent to care for a case of drug addiction.

Lymington, Viscount

Ich dien; the Tory path. 127p. (bibl. footnotes) D [c.'31] N. Y., Richard R. Smith \$1.50
English political problems reviewed in a plea for a return to the national tradition of Toryism.

Lynde, Carleton John

Everyday physics; a laboratory course. 222p. il. D '31 N. Y., Macmillan \$1

Lynn, Ernest

Extra girl. 276p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.
A story of Hollywood.

McCanse, Ralph Alan

The road to Hollister; a hill country pastoral. 143p. O [c.'31] Bost., Badger \$2
A story of the Ozarks told in narrative verse.

McClinchey, Florence E.

Joe Pete. 318p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

MacDonald, Philip [Oliver Fleming, pseud.]

The crime conductor. 307p. front. (diagr.) D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$2
An Anthony Gethryn detective story—the current Crime Club selection.

Mallinson, Rufus H.

Free-lance journalism with a camera; 2nd ed. 85p. il. D '31 Bost., Amer. Photographic Pub. Co. \$1.50

Manet (Edouard), [introd. by Anthony Bertram].

32p. (bibl.) il. T (World's masters) '31 N. Y., Rudge 75 c.
A note on the work of Manet, with reproductions.

Martin, John, pseud. [Morgan Shepard]

John Martin's big book for young people no. 15. no p. il. (pt.col.) O [c.'31] [N. Y.] Dodd, Mead \$2.50

Maxwell, William Babington

The concave mirror. 294p. D c. N. Y., Dodd, Mead \$2
The life of a married couple who are ideally happy until they receive an inheritance which threatens their peace.

Means, Eldred Kurtz

Black fortune. 278p. D c. N. Y., Brentano's \$2
A novel of Negro life in the bayou country of the deep South.

James, Walter H., and others

Working drawings of machinery, 2nd ed. 147p. O '31 N. Y., Wiley \$2

Lee, R. W.

Hugo Grotius. 63p. O (Annual lecture on a master mind, Henriette Hertz Trust) [c.'31] N. Y., Oxford pap., \$1.25

Levy, Florence Nightingale

Art in New York; a guide to things worth seeing; 4th ed. rev. by Jessie Rosenfeld. 128p. il. T [c.'31] N. Y., N. Y. Regional Art Council, 65 E. 56th St. pap., 30 c.

Loeb, Leonard B.

The nature of a gas. 134p. O '31 N. Y., Wiley \$2.50

Meckauer, Walter

The books of the Emperor Wu Ti; tr. by J. J. Saville Garner. 220p. D c. N. Y., Minton, Balch \$2

A fanciful novel of China that won the Jugend Prize in Germany.

Mockler-Ferryman, A. E.

Norway. 95p. il. D (Peeps at many lands) '31 N. Y., Macmillan \$1

Monet (Claude) [introd. by Anthony Bertram]. 32p. (bibl.) il. T (World's masters) '31 N. Y., Rudge 75 c.

A note on the work of this French impressionist painter with reproductions of some of his canvases.

Monson, Ronald A.

Across Africa on foot. 399p. il., maps O c. N. Y., Dodd, Mead \$3

The experiences of two young Australians who traveled from Cape Town to Cairo, on foot, in fifteen months.

Moon, Carl

Painted moccasin. 318p. front. (col.) D c. N. Y., Stokes \$2.50

A story of the Southwest Indians, before the white man came, for boys.

Moore, Dom Thomas Verner

Prayer. 225p. O '31 St. Louis, B. Herder \$1.75

Morecroft, John H.

Experimental radio engineering. 345p. O '31 N. Y., Wiley \$3.50

Moroso, John Antonio

Bread eaten in secret. 252p. D [c.'31] N. Y., Macaulay \$2

A love quadrangle, consisting of a great criminal lawyer, his social-climbing wife, his secretary, Nana, and her weakling husband.

Morse, George Frederick

Wild animals of America, in picture strip. no p. il. obl. S (Picture-strip b'ks) c. Chic., Thos. S. Rockwell 50 c.

The ways of the buffalo, the raccoon, the flying squirrel, the beaver and other animals are explained with pictures and stories.

Namier, Lewis Bernstein

Skyscrapers, and other essays. 190p. D '31 N. Y., Macmillan \$2.40

Neumann, Alfred

The hero; the tale of a political murder; tr. by Huntley Paterson. 324p. D '31, c.'30, '31 N. Y., Knopf \$2.50

The fate of an ex-army officer who assassinates the revolutionary Prime Minister for love of his country, and is later tortured at the thought of his guilt.

Nickerson, Paul Sumner

Surf [verse]. 78p. il. D '31 Portland, Me., Mosher Press bds., \$2

Niles, Blair Rice [Mrs. Robert Niles, jr.]

Strange brother. 341p. D [c.'31] N. Y., Liveright \$2.50

A story of modern New York life, dealing with the problems of the "halfman."

Ogden, George Washington

Fenced water. 302p. D c. N. Y., Dodd, Mead \$2

The adventures of Gene Crowley, farmer, with the rangers and bandits of the cow country.

Ogg, David

Europe in the seventeenth century; 2nd ed. 586p. (bibl.) maps O (Hist. of Europe) '31 N. Y., Macmillan \$6

Orloff, Vladimir

Underworld and Soviet. 274p. '31 N. Y., Dial Press \$3

Orton, Helen Fuller [Mrs. Jesse F. Orton]

The twin lambs. 106p. il. (pt. col.) obl. T c. N. Y., Stokes \$1.25

A story book for small children about the Baker children and the adventures of the twin lambs that Farmer Johnson gave them.

Pack, Charles Lathrop, and Gill, Tom

Forest facts for schools. 346p. (bibl.) il., maps, diagrs. D '31, c.'29, '31 N. Y., Macmillan \$1

Palmer, Stuart

The penguin pool murder. 314p. D c. N. Y., Brentano's \$2

A macabre mystery story in which a pair of penguins are the witnesses of a murder in the New York Aquarium.

Patterson, Norma

The gay procession. 309p. D (Popular copyrights) [c.'30] N. Y. [Grosset] 75 c.

Paxson, Mary Scarborough

Mary Paxson: her book. 98p. il. D c. Garden City, N. Y., Doubleday, Doran bds. \$1

The diary of a little girl who lived in Pennsylvania during the years of 1880-1884.

Metropolitan Museum color-prints. no. p. il. S. N. Y., Metropolitan Museum of Art pap., apply

Moullin, E. B.

Radio frequency measurements; 2nd ed. 499p. (bibl.) il., maps O '31 Phil., Lippincott \$12.50

Onslow, Muriel Wheldale

The principles of plant biochemistry; pt. 1, Diagrams. 326p. (bibls.) O '31 N. Y., Macmillan \$4.75

Peace and war; from the report of a committee on the life and witness of the Christian community. 16p. S (Lambeth Conference, 1930) '31 N. Y., Macmillan pap., 7 c.

Petty, Ben H., comp.

Proceedings of the 17th annual road school; held at Purdue University January 19-23, 1931. 126p. il. O (Engineering Extension Dept., Ext. ser. no. 26) '31 Lafayette, Ind., Purdue Univ. pap., apply

Prescott, P. Albion

Building and loan procedure in New Jersey. 416p. O '31 Newark, N. J., Soney & Sage Co., 71 Clinton St. buck., \$5

Pritchard, Earl H.

Anglo-Chinese relations during the 17th and 18th centuries. 244p. (12p. bibl.) O (Univ. of Ill. studies in the social sciences, v. 17, nos. 1-2) [31] Urbana, Ill., Univ. of Ill. pap., \$1.75

Reed, Mary M., and Raymond, E. Mae

Preschool education in New York settlements; a survey of some phases of educational work with preschool children in eleven settlements in New York City. 48p. il. O [c.'31] N. Y., Welfare Council of N. Y. C., 122 E. 22nd St. pap., 50 c.

Rice, Grantland, ed.

Spalding's golf guide, 1931. 224p. il., diagrs. S (Spalding's athletic lib., no. 3x) c.'31 N. Y., Amer. Sports Pub. Co. pap., 35 c.

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- Pedler, Margaret Bass** [Mrs. W. G. Q. Pedler]
Fire of youth. 304p. D (Popular copyrights) [c.'30] N. Y. [Grosset] 75 c.
- Powers, Margaret**
The world of insects. 112p. il. D (Story of the world) c. Chic., Thos. S. Rockwell \$1.25
A study of insect life for children.
- Raynolds, Robert**
Brothers in the West. 299p. D c. N. Y., Harper \$2.50
This unusual story of two wanderers in the primitive West is the winner of the Harper Prize Novel Contest, 1931-32.
- Rebald, Aimé**
Scalawag; the story of a little dog; tr. by Frederick S. Hoppin; il. by Morgan Dennis. 115p. il. (col. front.) O c. N. Y., Stokes \$2
The adventures of a little French dog told for children.
- Riggin, Aileen**
Modern swimming and diving. 226p. il. diagrs. D c. N. Y., Dodd, Mead \$2
The essentials of this sport—explained by a national champion diver and swimmer.
- Robbins, Leonard H.**
Mountains and men. 337p. il., maps D c. N. Y., Dodd, Mead \$3
Stories of all the great mountain climbing expeditions retold from the point of view of a participant.
- Roberts, Richard**
The preacher as man of letters. 216p. D [c.'31] N. Y., Abingdon \$1.50
Lectures given at the Union Theological Seminary by the minister of Sherbourne United Church, Toronto.
- Rollins, Hyder Edward, ed.**
The Pepys ballads, v. 6, 1691-1693, nos. 342-427. 368p. il. O '31 Cambridge, Mass., Harvard \$3.50
- Ruck, Berta** [Mrs. George Oliver]
Dance-partner. 316p. D c. N. Y., Dodd, Mead \$2
Jicky Peters became a professional dancer, after the financial crash left her penniless, but finding the field overcrowded, she donned her brother's clothes and got a job at the "Palais" as a gigolo.
- Russailh, Albert Bernard de**
Last adventure; lim. ed. [historical]. 116p. il. O '31 San Francisco, Westgate Press half lea., \$9
- Sanford, Anne P., comp.**
Plays for civic days; citizenship plays for community centers. 303p. D c. N. Y., Dodd, Mead \$2.50
For young people.
- Scott, Gabriel**
Kari; a story of Kari Supper from Lindeland, Norway; tr. by Anvor Barstad; il. by Edgar Parin d'Aulaire. 253p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2
The story of a little Norwegian girl told for girls up to 12.
- Seltzer, Charles Alden**
Gone north. 298p. (Popular copyrights) [c.'30] N. Y., Grosset 75 c.
- Sewell, Anna**
Black Beauty. 296p. front. (col.) D (Life stories of animals) '31 N. Y., Macmillan \$1
- Sherwood, Henry Noble**
Our country's beginnings. 329p. il., maps D [c.'31] Ind., Bobbs-Merrill 96 c.
- Shumway, Charles William**
Fundamentals of grammar. 224p. D '31 N. Y., Richard R. Smith \$1.25
- Simonds, William A.**
A boy with Edison; introd. by Francis Jehl. 300p. il. D c. Garden City, N. Y., Doubleday, Doran \$2
The story for boys of four years during which Francis Jehl assisted in the laboratory of Thomas Edison while he was developing the first successful electric light.
- Smith, Lesley**
Four years out of life; il. by the author. 302p. O '31 N. Y., Minton, Balch \$3.50
The experiences of a young English woman during active service as a nurse in France.
- Spencer, Claire** [Mrs. Harrison Smith]
Gallows' orchard. 285p. D (Popular copyrights) [c.'30] N. Y. [Grosset] 75 c.
- Spyri, Frau Johanna Heusser**
Heidi; adapted by Edith Heal. 64p. il. D c. Chic., Thos. S. Rockwell 50 c.
- Stern, Gladys Bronwyn** [Mrs. Geoffrey Lisle Holdsworth]
Modesta. 269p. D (Novels of distinction) [c.'29] [N. Y.] Grosset \$1
- Suckow, Ruth** [Mrs. Ferner Nuhn]
Children and older people. 277p. D c. N. Y., Knopf \$2.50
Short stories of small-town people.
- ed.** 68p. O [c.'31] Bellingham, Wash., Author priv. pr.
- Simpson, G. C.**
Thunder and lightning. 10p. O (Robert Boyle lecture) ['31] N. Y., Oxford pap., 35 c.
- Sinai, Nathan, and Mills, Alden B.**
A survey of the medical facilities of the city of Philadelphia, 1929. 298p. map., diagrs. O (Pub'ns of Comm. on Cost of Medical care; no. 9) [c.'31] Chic., Univ. of Chic. Press pap., \$1.50
- Special Libraries Ass'n.**
Handbook of commercial and financial services. 92p. O '31 N. Y., Author pap., \$2
- Spence, Robert J., ed.**
Year book of the Pennsylvania Society. 144p. front. (por.) O '31 N. Y., Pennsylvania Soc., 249 W. 13th St. \$2
- Roem, C. Rufus**
The "municipal doctor" system in rural Saskatchewan. 84p. maps O (Pub'ns of Comm. on Costs of Medical care, no. 11) [c.'31] Chic., Univ. of Chic. Press pap., \$1
- [Scott, Clarice Louisba]**
Dresses for little girls. 7p. il. O (Dept. of Agri., leaflet no. 80) ['31] [Wash., D. C., Gov't Pr. Off.; Supt. of Doc.] pap., 5 c.
- Shields, Louise Funston**
New handbook for press committees; practical directions for civic organizations. 72p. (bibl.) nar. O [c.'31] Los Angeles, News Handbook Press, 412 W. 6th St. pap., 50 c.
- Shiels, Archibald Williamson, comp.**
Early voyages of the Pacific; a few notes on the days of iron men and wooden ships; lim. numbered

Suetonius Tranquillus, Caius

The lives of the twelve Caesars; ed. with introd. by Joseph Gavorse. 377p. S [c.'31] N. Y., Modern Lib. flex. cl. 95 c.

Sutcliffe, Robert Stewart

Impressions of an average juryman. 114p. D '31 N. Y., Banks Law Pub. Co. flex. fab. \$2

Sykes, W. Stanley

The man who was dead. 296p. D (Red badge b'ks) c. N. Y., Dodd, Mead \$2
The mystery of the disappearance of an English money-lender.

Taft, Kendall Bernard, and others

The technique of composition; a college handbook. 496p. S '31 N. Y., Richard R. Smith \$1.40

Thompson, James Westfall

The living past; politics, society, trade, art. 128p. il. D (Tree of knowledge) c. Chic., Thos. S. Rockwell \$1.25
A review of life and customs from the beginnings of early man to the present.

Thomson, M. Pearson

Denmark; 2nd ed. 94p. il. D (Peeps at many lands) '31 N. Y., Macmillan \$1

Toye, Francis

Giuseppe Verdi, his life and works. 514p. (bibl.) il. O '31 N. Y., Knopf \$6
A biography of the great composer, relating his life to the events of his time, and analyzing all his works.

Turgenev, Ivan Sergieevich

Fathers and sons; tr. by Constance Garnett. 242p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

Tuttle, Wilbur C.

The redhead from Sun Dog. 290p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Tynan, Katharine

Ireland; 2nd ed. 94p. il. D (Peeps at many lands) '31 N. Y., Macmillan \$1

Upson, William Hazlett

Alexander Botts; earthworm tractors. 289p. D (Popular copyrights) [c.'27-'29] N. Y., Grosset 75 c.

Stark, Robert W.

An investigation of the quality of Illinois grown wheat. 60p. (bibl. footnotes) il. O (Univ. of Ill. Agri. Exp. Sta., bull. 371) [c.'31] Urbana, Ill., Univ. of Ill. pap., apply

States, Fannie M.

A steady climb; the story of a young man true to his God. 89p. il. S [c.'31] Rock Island, Ill., Augustana B'k bds., 30 c.

Stevens, Arthur A., M.D., and Ambler, Florence Anna

Medical diseases for nurses. 503p. '31 Phil., Saunders \$2.75

Taylor, Frederick H.

Private house electric lighting; 12th ed. rev. and enl. 116p. il. S '31 N. Y., Spon & Chamberlain bds., 75 c.

U. S. Department of Commerce

Fifteenth census of the U. S., 1930; v. 1, Popula-

Vance, Louis Joseph

The Lone Wolf's son. 304p. D c. Phil., Lippincott \$2
A new adventure story of Michael Lanyard, the Lone Wolf, and the son who tried to follow in his father's steps.

Vassar, Thomas Ellison, D.D.

Uncle John Vassar, or, The flight of faith; rev. ed. 190p. front. (por.) D [c.'31] N. Y., Amer. Tract Soc., 7 W. 45th St. \$1

Wadsley, Olive

Cabaret 297p. D [c.'31] N. Y., Dodd, Mead \$2
Lili Savile, famous night-club artist, faces the crisis of her life, because of her meeting with Carrington Carew.

Wallace, Lily Haxworth

The Woman's World cook book. 468p. il. (pt. col.), diagrs. O [c.'31] Chic., Reilly & Lee fab. \$2.50
Menus, recipes and articles on all aspects of food, cooking and table service.

Walsh, Maurice

The small dark man. 314p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Warburton, Stacy R.

The making of modern missions. 196p. (bibl. footnotes) D [c.'31] N. Y., Revell \$1.50
A history of missionary work since the Middle Ages.

Warner, Ann Spence

Days of gold. 295p. il. D [c.'31] Ind., Bobbs-Merrill \$2
How eighteen-year-old Lynn Thayer put herself through agricultural college, supported her mother, and managed her ranch in the real West.

Wayland, John W.

History of Virginia for boys and girls; rev. ed. 441p. il. D '31 N. Y., Macmillan \$1

Weld-Blundell, Dom B.

Acts and affections for mental prayer; adapted from Sancta Sophia, 1656. 150p. D '31 St. Louis, B. Herder 90 c.

Wharton, Mrs. Edith Newbold Jones

Hudson River bracketed. 559p. D (Novels of distinction) [c.'28,'29] N. Y., Grosset \$1

White, Nelia Gardner

Hathaway house. 325p. D c. N. Y., Stokes \$2
A novel of a real, everyday family leading quiet lives.

tion; number and distribution of inhabitants; total population for states, counties and townships or other minor civil divisions. 1272p. maps O '31 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. buck., \$2
Unity of church (The). 80p. S (Lambeth Conference, 1930) '31 N. Y., Macmillan pap., 20 c.

Van Buskirk, Edgar F., and others

Workbook for use with the science of everyday life. 214p. il., maps, diagrs. Q [c.'31] Bost., Houghton pap., 72 c. with tests

Watson, J. K.

A handbook for senior nurses and midwives; 2nd ed. 695p. il. D (Oxford medical pub'ns) '31 N. Y., Oxford \$4

Whole family cook book, The. 182p. D '31 N. Y., Parents' Mag., 255-4th Ave. apply

Woods, George B., and Stratton, Clarence

Drills in English. 100p. (bibl.) Q [c.'31] Garden City, N. Y., Doubleday, Doran pap., 80 c. with tests

Williams, Kirby

The C. V. C. murders. 329p. D (Popular copyrights) [c. '29] [N. Y., Grosset] 75 c.

Woodruff, Douglas

Plato's Britannia. 241p. D c. N. Y., Putnam \$2.50

Dialogues in the Socratic style about the state of affairs in England.

Woodruff, Hilda Elizabeth

False dawn [verse]. 76p. D [c. '31] Bost., Badger \$2

Woolley, Edward Mott

One hundred paths to a living. 100p. D [c. '31] Passaic Park, N. J., Edw. Mott Woolley Associates, 71 Park Ave. bds. \$1

Experiences of many people in finding ways to make a living.

Zeigler, Earl F.

Toward understanding adults. 164p. (4p. bibls.) S (Handyb'ks for church school leaders) c. Phil., Westminster Press 75 c.

Title Index to The Weekly Record

Does not include the material listed in smaller type

- A. M. C. White Mountain guide, The. \$3
Appalachian Mt. Club
- Across Africa on foot. Monson, R. A. \$3
Dodd, Mead
- Acts and affections for mental prayer. Weld-Blundell, B. 90 c. *B. Herder*
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Forthcoming Issues

✿ ✿ ✿ The leading article for next week will be one by Charles M. McLean of Pettibone-McLean Inc., discussing some of the booksellers' problems and difficulties. This issue will also contain "40 Notable Books of 1930" continuing the annual selections made by the American Library Association. This selection was originally made in co-operation with the League of Nations but the League has discontinued its international lists. The A. L. A., however, thinking the idea was too good to abandon has made the American selection this year, as usual.

✿ ✿ ✿ Ruth Leigh has written for the following week an article on "Getting the Most Out of Your Sales People." ✿ ✿ ✿

✿ ✿ ✿ The August 20th issue will also contain the first of our fall children's book supplements. An index of all the fall juveniles will be a valuable reference tool for booksellers. The supplement will also con-

tain "The Story World" by Frances McLeod of Milwaukee; "An International Exhibit of Children's Books" by Karl Kup of the Oxford University Press and "A Survey of Fall Children's Books." ✿ ✿ ✿

The Publishers' Weekly

The American Booktrade Journal

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UNDER THE AUSPICES OF
YALE UNIVERSITY AND THE
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BY

HIRAM BINGHAM



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